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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

No. 29



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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FOOD INDUSTRY ACHIEVEMENTS OUTLINED

Food Industry Gains

Moscow IZVESTIYA in Russian 18 Oct 81 p 1

/Article: "For Every Family"/

/Text/ The workers of the food, meat and dairy industries are making a significant contribution to the increase of the material standard of living of the people. There are 6,200 production associations and enterprises, 2,235 sovkhozes, 52 scientific, planning, and planning and design organizations.... These are only a few figures which characterize the present food industry of the USSR.

The Main Directions of Economic and Social Development of the Country, which were approved by the 26th CPSU Congress, reflect the concern of the party and the government about the utmost increase of the material well-being of the Soviet people. An important place in the implementation of the food program being elaborated is being assigned to the food industry, which is directly involved in meeting the increasing needs of the population.

In the Main Directions of USSR Economic and Social Development for 1981-1985 and the Period to 1990 it is envisaged in the sectors of the food industry to increase the output of products by 23-26 percent. To increase labor productivity in the food industry by 21-23 percent, in the meat and dairy industry by 27-29 percent. To develop rapidly the production of products ready for use, convenience foods, culinary items, products made from potatoes, fresh frozen fruits and vegetables. To ensure the leading development of the output of children's and dietary food products.

The collectives of the Baku Production Association of the Dairy Industry, the Khar'-kov Meat Combine, the Novocherkassk City Dairy Plant and the Yerevan Dairy Combine are confidently in the forefront of the socialist competition. They have been awarded the memorial medal "For Great Efficiency and Work Quality During the 10th Five-Year Plan" and Challenge Red Banners of the CPSU Central Committee, the USSR Council of Ministers, the AUCCTU and the Komsomol Central Committee. Among the leaders are the Cherkassy Order of the Labor Red Banner Sugar Refinery imeni M. V. Frunze, the Minsk Order of the Friendship of Peoples Margarine Plant, the Riga Order of the Friendship of Peoples Uzvara Confectionary Factory and the Leningrad Medal of Honor Krasnyy pekar' Bread-Baking Plant.

Panevezhis Sugar Refinery

Moscow IZVESTIYA in Russian 18 Oct 81 p 1

/Article by V. Filipavichyus, head of a shift of the Panevezhis Sugar Refinery (Lithuanian SSR): "For High Indicators"/

/Text/ The farmers of our republic have now grown an exceptional crop of sugar beets. In some places there were 300 quintals and more per hectare. This is already the fourth week that our plant has been processing the sweet tubers. We met the start of the season, which began earlier than usual, in complete readiness. In particular, we built a track and a loading platform, which is now making it possible without the use of manual labor to carry out loading and unloading operations and the mechanical cleaning of the beets. At present we are processing 70-80 tons more of them in a day than in past years.

The fact that the crop of beets was more sugary is also a peculiarity of the present harvest. During the past season, for example, we obtained 9-10 kg of sugar per quintal of tubers. Now we are obtaining 11-12 kg. If we take into account that our plant has to process almost 200,000 tons of beets, due to the higher sugar content alone we will produce more than 3,000 additional tons of sugar. For all the plants of the republic this increase will come to about 10,000 tons.

Great labor enthusiasm reigns in our collective. From day to day my shift is exceeding the production assignments and is producing a high quality product. The shift, which my colleague R. El'zbergas heads, has achieved high indicators in work.

Kiev Meat Combine

Moscow IZVESTIYA in Russian 18 Oct 81 p 1

/Article by A. Tkachenko, brigade leader of the Kiev Meat Combine (Kiev): "We Will Fulfill What Has Been Planned"/

/Text/ The fact that the occupational holidays of the workers of agriculture and the food industry are celebrated one after the other seems extremely symbolic to me. For the successful implementation of the special food program, which was outlined by the 26th CPSU Congress, and, hence, the continuous supply of the country with products depend precisely on our joint efforts, which we are exerting in the fields and at the farms, at the processing factories and plants.

During the current 5-year plan it is planned to increase the production of meat by more than 3 million tons and to increase its production in 1985 to 18.3 million tons a year. The responsibility for the quickest possible accomplishment of this most important task rests not only with the workers of the village, but also with us, the workers of the food industry. I, as a communist, and my comrades in the Komsomol youth brigade of the raw materials shop of the intermediate products works of the Kiev Meat Combine understand this well and are striving to work as well as possible. We have assimilated a new advanced processing method, which is providing a decrease of the lowest grades of meat and an increase of the group of the highest grades of meat.

I can also proudly report that according to the results of the socialist competition among the enterprises of the sector our brigade took an honorable second place in the republic, while we fulfilled the plan of the first year of the 5-year plan by 15 October. All the members of the brigade henceforth intend to work in the same shock work manner and not to decrease the rate during all the subsequent years of the 11th Five-Year Plan.

Alma-Ata Bread

Moscow IZVESTIYA in Russian 18 Oct 81 p 1

/Article by Sh. Kurmanbayeva, foreman of the Production Association of the Baking Industry (Alma-Ata): "Our Good Bread"/

/Text/ Once again the Kazakh land has yielded a quite good harvest of grain. But the grain, which was grown and harvested with hard labor, must be converted into fragrant loaves, into buns, kalaches and flat cakes. The bread on the table should be a joy and happiness for people. And we are proud that much depends on us, the bakers. Daily the six bread-baking plants of Alma-Ata bake more than 300 tons of bread of 30 descriptions. We not only are trying to increase the quality of our products, but also are working on the updating of the assortment of baked goods. Recently Belorussian bread, various types of flat cakes, new types of cookies appeared on the shelves of stores.

It must be said that the Alma-Ata workers are greeting quite well their occupational holiday--the Day of Workers of the Food Industry. The 9-month assignment on the sales volume and the output of products was exceeded. The people of Alma-Ata received more than 77,000 tons of baked goods. Here from year to year production is being improved, we sense respect to our occupation.

Candy Production

Moscow IZVESTIYA in Russian 18 Oct 81 p 1

/Article by Ye. Spiridonov: "Skill in the Tradition"/

/Text/ Who does not like candy? A child has hardly gotten a little older, when he already knows that candy is tasty, and with unskillful movements the youngster tears the beautiful wrapper, trying to extract the delicacy. And what adult will turn down tea, when there is, let us say, a box of "Ptich'ye moloko" on the table? In general, nearly everyone likes candy. Therefore the interest in the products of the Moscow Order of Lenin Krasnyy Oktyabr' Experimental Factory is quite understandable. The enterprise annually produces 59,000 tons of candy of more than 200 descriptions. And it is the best candy. "Mishka kosolapyy," "Rakovaya sheyka," "Moskovskiye zori," "Cheburashka"--these products of the factory are bought with pleasure in Moscow, Irkutsk, Alma-Ata and Magadan.

Specialists come to the factory from all corners of the country to learn the art of candy making.

"Of course, hardly anyone now imagines a confectionary shop as a large kitchen," says factory director Anatoliy Nikolayevich DaurSKIY, "but few presume that it would be such a mechanized works as here."

I saw for myself that the factory is not called an experimental factory for nothing and specialists are justifiably interested in it, after I visited the confectionary shop where a mechanized flow line for the production of fondant types of candy has been installed.

Tamara Sergeyevna Smirnova, senior process engineer, led me to large, hermetically sealed tanks. These are the vacuum pans. Within in strict proportions are heated milk, sugar syrup, molasses and various aromatic ingredients. All these contents are boiled down by steam under pressure and are fed through pipes to the receiving tank of the pouring machine.

At the next stage the mass, which has been brought up to the necessary condition, is automatically poured into cubicles on trays with starch. Having fit into their hollows, the fillings of the candies "Burevestnik," "Tsitron" and "Chernomorochka" are sent to the so-called standing compartment, from which they return hardened and cooled. The trays are turned over and again are filled with starch, while the fillings, which have been emptied from the "honeycomb," are blown off with compressed air and on a distributing band flow to the glazing machine. Here a waterfall of chocolate comes down on them, coating each "brick" with a dark glossy film. Further on is the cooling chamber, and the finished candies run through grooves to the wrapping machines, the mechanical hands of which skillfully dress them in beautiful labels.

But the success of the enterprises, of course, does not lie in the impact which is produced by the machines, which easily handle the delicate product. The output of the equipment first of all makes an impression. Although it is similar to what has been installed at other enterprises, much more output comes off it. For example, the line of candies of the fondant types, about which I spoke, produces up to 11 tons of products a shift. But it is designed for 8 tons.

The skill of the workers servicing the equipment and the advanced form of the organization of labor make it possible to get the most from the equipment. The collective at the factory is stable, and the majority of workers have mastered two or three specialties. This creates the conditions for the extensive application of brigade forms of labor. In spite of the fact that on the line, let us say, each person services his own unit, all 24 people are accountable for the quantity and quality of the candies which are wrapped and packaged in the trade container. Hence the desire to load a little more densely with filling the distributing band before the glazing, so that the yield of finished products would be greater, not to allow equipment downtimes and to organize cooperation better in the process of work. Both the young and those who already have experience are working conscientiously. For they receive wages not for the time worked, but according to the coefficient of labor participation, which the council of the brigade states. Nevertheless shop chief V. Krylova and factory party committee secretary T. Shershenkova, without a moment's hesitation, name the best. They are, in their opinion, N. Lin'kova, A. Dorofeyeva, N. Kondrat'yeva and L. Ryndina. Each knows her job and, moreover, can operate any machine.

"In the job of a confectioner it is impossible to do without thorough occupational skills," the factory director says. "But our workers are such that they can take a filling from the tray, lift it to their lips and immediately say what the temperature of the body of the candy is and whether there has been any violation of technological conditions."

The Krasnyy Oktyabr' Factory is an old enterprise. It was founded back in 1867. But having grown wiser from the gained experience, the collective was able to turn this longevity into an advantage. At least the workers of the Krasnyy Oktyabr' Factory now set the tone in the sector in the creation of both new technology and new types of raw materials and products.

The search is under way in two directions. The first is the efficient use of cocoa beans, which are used for the production of chocolate and glazed candies. The task is being set to obtain more high quality items from 1 ton of the valuable raw material. New batchers and tempering units are being developed, new types of chocolate with the addition of nuts, milk and other ingredients are also appearing. Novelties with such art are produced, that they do not suffer in the least from the fact that there is less initial raw material in them. Evidence of this is the chocolate "Troyka," "Orlenok" and "Finish," which recently appeared on sale. What does this saving yield? The consumer gains: the assortment of confectionary items is becoming more diverse. The enterprise itself also does not come off the loser. In 1978 the factory consumed 850 kg of cocoa beans per ton of finished products, while now it consumes 650 kg. From this amount of raw materials it will be possible to produce more output.

The Krasnyy Oktyabr' Factory is also showing an example of how secondary dairy products--dry and condensed whey and skimmed milk--must be used in the confectionary industry. In the production of the candy "Vikhr'," for example, 200 kg of condensed whey are used per ton of raw materials. By this 120 kg of sugar are saved. And it is well known that the decrease of sugar in confectionary items is not to the detriment, but to the benefit of our health.

All these organizational and technological innovations, which are being introduced at the enterprise, are working for the increase of the efficiency of its production. The expenditures per ruble of commodity production, as deputy director for economic affairs K. Ryutova contends, at the enterprise are 79 kopecks, while for the sector as a whole they are 85 kopecks. Owing to this the factory this year will provide a profit that is 10 million rubles more than the other enterprises.

An interesting document hangs on the wall in the office of the factory. The Committee of the Moscow Oblast Exhibition for Gardening, Horticulture and Apiculture, it is stated in it, resolved to give the First State Confectionary Factory the decoration of the third class for the submission to a contest of confectionary items, especially fruit jelly and pastila. This was in 1921. And alongside are awards of recent times--Red Banners (I counted nine of them), diplomas, certificates, gifts. On the floor under glass is an 80-kg chocolate Mishka. For it the enterprise received the international Grand Prix. High awards have also been conferred on the factory for various types of candies and the chocolates "Lyuks" and "Zolotoy yarlyk." The reception room looks like a museum. And there is nothing extraordinary in this: people who like their job and know it well work at the Krasnyy Oktyabr' Factory. And therefore everywhere people buy with pleasure the products of the factory and, hence, appreciate the labor of the Muscovite confectioners.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CONSUMERS' COOPERATIVES' ROLE IN IMPLEMENTING FOOD PROGRAM

Moscow ZAKUPKI SEL'SKOKHOZYAYSTVENNYKH PRODUKTOV in Russian No 6, Jun 81 pp 10-14

[Article by Tsentrosoyuz Board Deputy Chairman A. Yashin: "Role of Consumers' Cooperatives in Implementing the Food Program"]

[Text] The "Basic Directions of USSR Economic and Social Development in 1981-1985 and Up To 1990" adopted by the 26th CPSU Congress sets the task of implementing in the next decade a broad program of improvement in the well-being of the people. It emphasizes the necessity of ensuring the implementation, in stages, of target comprehensive programs on the most important socioeconomic problems, foremost the food problem, and of developing consumer goods production and personal services.

The report by CPSU Central Committee General Secretary L. I. Brezhnev stressed that: "The CPSU Central Committee now considers it a priority task to improve the food supply to the population...." And further, "With a view towards a fundamental solution of the problem, we recognize the necessity of working out a special food program. It must ensure a significant increase in the production of agricultural output. It must join agriculture more closely to branches concerned with storing and processing its output. And finally, with trade. In other words, its goal is to resolve as quickly as possible the task of supplying the population with produce."

The consumers' cooperatives have played and will play a role of top-priority importance in solving these problems. They are doing considerable work on mobilizing and creating food and raw-material resources in our country. The consumers' cooperatives have long been one of the main procurers. Procurements of agricultural output and secondary raw material -- it is the second leading branch, after trade.

Cooperative Members' Contribution to the Country's Food Stocks. In the 10th Five-Year Plan, consumers' cooperatives' share of potato procurements was more than half, of vegetables -- upwards of 30 percent, of fruit -- nearly 20 percent, and of cucurbitaceous crops -- about 70 percent. They are one of the main procurers of eggs, wild fruit, berries, mushrooms, nuts, honey, waterfowl and game. The consumers' cooperatives purchase potatoes, vegetables, fruit, livestock and poultry meat, milk, fats and vegetable oils, sugar, grain and certain other produce at contracted prices.

In recent years, cooperative organizations have been rapidly developing the production of meat and poultry at their own feed lots and subsidiary farms and have been increasing the production of commercial foodstuffs.

It is known that three of the last five years have been unfavorable for agriculture in terms of weather, but in spite of this, the volume of state purchases in the consumers' cooperative system have increased as compared with the Ninth Five-Year Plan: by 19 percent for potatoes and fruit, by 23.5 percent for vegetables, by 14 percent for cucurbitaceous crops, by 24.5 percent for wild fruit and berries, by 33 percent for honey, and by 40 percent for meat products. The consumers' cooperatives have purchased 13.5 million tons more potatoes, vegetables, fruit, watermelons and muskmelons than in the Ninth Five-Year Plan, 59,000 tons more honey, 139,000 tons more wild fruit and berries and 900,000 tons more meat products (dressed weight).

State plans for purchases of potatoes, vegetables, fruit, grapes, eggs, honey, wild fruit and berries were overfulfilled in the five-year plan. At the same time, cooperative procurers, although they did meet total annual plan assignments for purchases of eggs (43 billion), vegetable oil (405,000 tons), grains (1.6 million tons) and certain other products in the 10th Five-Year Plan, purchase volumes did not exceed those achieved in the Ninth Five-Year Plan for these products. And for a number of products, such as cucumbers, tomatoes, carrots, watermelons and muskmelons, the five-year purchase plans were not even met.

A food industry has been created in the consumers' cooperatives system: agricultural raw material is processed by 11,700 bread-baking plants and bakeries, 317 canneries, 99 breweries and malt-houses, 233 wine-making plants, 1,358 shops to produce non-alcoholic beverages, 1,028 sausage plants and 206 confectionery shops. During the five-year plan, they marketed 27 billion rubles worth of various foodstuffs.

Cooperative organizations obtained 164,000 tons of meat weight gain (dressed weight) through their own feedlots, or 2.2-fold more than in the Ninth Five-Year Plan.

This, in brief, has been the contribution of consumers' cooperatives to the country's food stocks in the 10th Five-Year Plan.

Tasks of Increasing Agricultural Produce Purchases Volume. The CPSU Central Committee and USSR Council of Ministers Decree "On Further Developing and Improving the Activity of Consumers' Cooperatives" adopted in November 1979 defined new and higher tasks -- significantly increase the consumers' cooperatives' contribution to the country's food resources. Proceeding from these demands, the 10th Congress of Plenipotentiaries of the USSR Consumers' Cooperatives System and the second meeting of the Tsentrosoyuz Council adopted detailed resolutions outlining fundamental improvement in procurement activity and a significant expansion of the production of foodstuffs and other consumer goods.

The task has been set of increasing purchase volumes from the population and the kolkhozes above the state plan and at contracted prices as follows by 1985, as compared with 1980: meat, poultry, domestic animals, tallow, eggs, vegetables and vegetable oil -- 1.4-fold, potatoes -- 1.5-fold, fruit -- 1.3-fold, sugar and honey -- 1.7-fold. Work on organizing purchases of wild fruit, berries and mushrooms is to be significantly improved, ensuring an increase of 1.6- to 1.7-fold in purchases of them.

Better use of the opportunities for consumers' cooperative organizations and enterprises to increase the production of meat by fattening livestock and raising rabbits and poultry is anticipated.

The Tsentrosoyuz board thinks we need the full mobilization of existing reserves and to reveal new ones in each sector of procurement and production activity in all cooperative organizations, without exception, to carry out the program planned.

In the area of procurement, we need to radically improve the organization of purchases of all types of agricultural products, to achieve maximum utilization of agricultural commodity output and bring it to the consumer without losses and in good condition. Introduction of the leading experience of the best procurement offices, those which have achieved high indicators in purchasing agricultural produce, will do much to help resolve these important tasks.

All cooperatives know of the Kurganinskiy raypo rayon procurement office in Krasnodarskiy Kray. It has repeatedly been an initiator of socialist competition among Russian Federation consumers' cooperative procurement organizations and others throughout the country. For many years now, the procurement office has worked steadily, fulfilling and overfulfilling all plan indicators, regardless of weather conditions, ensuring fulfillment of the plan for purchasing agricultural produce and raw material in assortments, fattening poultry and rabbits, and doing considerable agricultural produce processing.

The procurement office was awarded the challenge Red Banner of the CPSU Central Committee, USSR Council of Ministers, AUCCTU and Komsomol Central Committee for achieving good results in the All-Union Socialist Competition to Improve Production Efficiency and Work Quality and for successfully carrying out the 1980 USSR state economic and social development plan.

The procurement office's successes have been directly linked to the activity of its leader for many years, a remarkable, enterprising person, communist and participant in World War II, Georgiy Petrovich Chumakov. There are quite a few such procurement office leaders in the consumers' cooperative system.

The leaders of boards and directors of procurement offices deserve much credit for the fact that many cooperative organizations of the Russian Federation, Ukraine, Uzbekistan, Belorussia, Kazakhstan and other republics fulfilled the 10th Five-Year Plan assignments in terms of purchases and deliveries of agricultural produce to the consumer. Their creative approach to their work, their enterprise and initiative, and foremost, their high sense of responsibility to the people and profound understanding of their duty have facilitated achieving good results.

We have every grounds for saying that the supervisory staff of the procurement branch has changed appreciably for the better in recent years. Today, nearly all potrebsoyuz board deputy chairmen of the union and autonomous republics, oblasts and krays have higher special educations and the necessary work experience; 2,600 rayon procurement office directors (76 percent), that being the main procurement link, have higher or special secondary educations, while five years ago, only 66 percent of the leaders had that level of education. Two-thirds of them have worked in the consumers' cooperative system for more than five years. The work qualities of procurers are also improving, although slowly.

At the same time, the presence of serious shortcomings in the work of cooperative organizations is associated with the fact that there are still quite a few procurement organization leaders who do not possess the necessary skills, who are sluggish

in their work, sometimes indifferent to results, and often give in to the difficulties which arise in procurement activity every year, good or bad. Nearly 800 rayon procurement office directors do not have special educations and more than 500, or one in every seven, are replaced each year, which is a great many. Procurer training is poorly organized in several potrebsoyuzes.

It is the task of the Tsentrosoyuz and the boards of the republic, kray and oblast potrebsoyuzes to carefully study the supervisory personnel of procurement organizations and to strengthen them, where necessary, with skilled people who know their job well, enterprising, tested people. It is extremely necessary that we also review the procurer staffs and attract enterprising, energetic people to this work, creating the necessary working conditions, helping them and, at the same time, monitoring their work and being demanding when investigating end results.

Developing the Technical Base of Procurement. A well-developed network of modern, adequately equipped procurement enterprises providing an opportunity to ensure a high level of utilization of resources of agricultural produce and to reduce losses in procurement, storage and shipping is the decisive condition for radically improving procurement.

The consumers' cooperatives system has available to it procurement-receiving and fermentation-pickling centers, vegetable-, potato- and fruit storage facilities with a total capacity of 3.6 million tons of storage simultaneously for purchases of potatoes, fruit, vegetables and cucurbitaceous crops. The material base has essentially been created over the past 10 years. During this time, the capacity of the procurement centers has more than doubled, that of vegetable and potato storage facilities has increased 2.3-fold, and that of fruit storage facilities -- 14-fold. Much has been done to mechanize labor-intensive processes.

To process the livestock being purchased, there are 2,560 slaughterhouses, which can handle four million head of livestock a year.

However, the available procurement material-technical base does not ensure the uninterrupted and full acceptance of all commodity output and its proper storage in the zones assigned the consumers' cooperatives, and especially among the population. The demand for vegetable and potato storage facilities has been met by only 66 percent, and that for fruit storage facilities -- by 30 percent. This has an extremely negative impact on organizing stores of potatoes, fruit and vegetables in a broad assortment for uninterrupted supplies of this produce to the population in the winter and spring.

Labor productivity is low in procurement and much work is not mechanized and is done by hand. Fruit, vegetable and potato procurement receiving centers and fermentation-pickling centers are very poorly provided with calibrators, tub-washers, shredders and loaders. The value of the technological equipment available at fermentation-pickling centers is only 14 percent of that anticipated by the standard plans. Concentration bases, shipping centers and storage facilities are poorly provided with lift-transport equipment. There is not enough laboratory equipment. Planning and supply-marketing agencies are not providing consumers' cooperatives organizations with sufficient equipment and mechanisms for procuring agricultural produce, and the available Tsentrosoyuz small plants are unable to supply procurement organizations with the necessary equipment.

The material-technical base for organizing purchases on citizens' private subsidiary plots is especially weak. We now have a total of 4,300 fixed procurement-receiving centers. In the summer and fall, we open 65,000-70,000 temporary ones, a large portion of which operate out of village stores, where the clerk acts as the procurer. So it is not hard to imagine that this number of procurement centers is extremely inadequate, given 32 million farmsteads with subsidiary plots in 466,000 villages. They do not ensure active work with each peasant farmstead producing agricultural output. Moreover, these centers are distributed extremely unevenly. Whereas there is one procurement-receiving center for every 400-500 village farmsteads in a majority of the oblast potrebsoyuzes of the Ukraine and in Krasnodarskiy, Stavropol', Rostov, Tambov, Ryazan' and several other potrebsoyuzes, many oblast potrebsoyuzes of the Russian Federation and in Tula, Mariy, Kostroma, Chelyabinsk and Buryat potrebsoyuzes, have only 5-10 procurement-receiving centers per oblast or autonomous republic.

The Tsentrosoyuz board has worked out a program for developing the network of fixed procurement-receiving centers which anticipates expanding them to 16,000. This program has been approved by a resolution of the second meeting of the Tsentrosoyuz Council (10th convocation) in April 1980. It is an urgent task of the cooperative organizations not only to carry out this program in full, but to overfulfill it as well. But the cooperatives will need help in carrying it out -- each fixed procurement-receiving center will need a refrigeration unit, and the Tsentrosoyuz is being allocated too few of them.

However, the creation of a far-flung network of fixed procurement-receiving centers will not completely solve the problem of covering each individual subsidiary plot with purchases of surplus produce. The fact is that it is inexpedient to create a fixed procurement-receiving center in small rural population centers with at least 200 residents, of which there are more than 300,000, due to the low volume of produce purchases. One way out is to organize routes to these settlements, following approved schedules and based on agreements (contracts) with individual subsidiary plot owners. In order to do this, we will need specially equipped mobile procurement points, like stores on wheels, using automobiles and automobile and truck trailers.

The Tsentrosoyuz Central Technological Design Bureau is developing plans for such a procurement center, but it is necessary that the USSR Gosplan and USSR Ministry of Automotive Industry take an interest in this matter so as, through their common efforts, to set up the series production of such mobile centers for the consumers' cooperative system. This would quickly justify itself, because experience has shown that the marketability of produce from individual subsidiary plots is significantly higher in small villages and settlements than in large villages or stations.

Along with developing the network of procurement-receiving centers, we anticipate continued construction of storage facilities for potatoes, vegetables and fruit in the 11th Five-Year Plan (total capacity of 320,000 tons) and expansion of the material-technical base for purchasing wild fruit, berries, mushrooms and rabbit-raising output.

The Tsentrosoyuz board has worked out a special comprehensive program for reducing the use of manual labor and improving equipment use in the 11th Five-Year Plan. It anticipates the renovation of vegetable, potato and fruit storage facilities with a total capacity of 500,000 tons by introducing advanced fruit and vegetable storage and processing technology. Implementation of this program will permit a significant improvement in procurement labor productivity and product quality and lower losses.

Strengthening the Packaging System. Continued development of procurement, improvement in the quality of agricultural produce being purchased and delivered to consumers, and eliminating losses would be inconceivable without sharp improvement in the packaging system. And procurers consume quite a bit of packaging. Cooperative organizations require up to 130 million boxes, eight million barrels (100-liter equivalent) and up to 120 million cloth (or polymer) sacks annually for packaging potatoes, fruit and vegetables. But the packing crates being allocated cooperatives are inadequate, and procurement offices are not even receiving the full amounts. Packaging quality is low in many instances, especially packaging for eggs.

The production of economical cardboard and polymer packaging is entirely inadequate.

Consumers' cooperative procurement organizations ship out to the country's industrial centers in bulk more than two million tons of potatoes and 200,000 to 250,000 tons of vegetables annually, due to the shortage of soft packaging, leading to lower quality and losses of produce. The demand for soft packaging can be met by organizing the production of cheap mesh sacks made of polymer materials. But the USSR Gosplan has yet to resolve this question.

The most efficient type of packaging to protect produce in transport and storage is containers. In recent years, cooperative organizations have been working to introduce this progressive method of transporting and storing produce. About 300 container yards have been built and put into operation. However, the shipment and storage of produce in containers has not received proper development due to the extremely limited availability of containers and lift-transport mechanisms.

Speaking of retaining foodstuffs quality, and especially of perishables, and reducing losses, we must face the problem of improving shipment, since high losses occur in this stage of moving produce to the consumer. There are various reasons. Procurers still accept quite a bit of poor-quality produce, which must be set right. But transport workers share much of the blame: there are not enough refrigerator cars and vehicles, freight movement is slow, and most importantly, the leaders of transport organizations are not answerable for the condition of the freight being shipped. Under the current regulations for shipping fruit and vegetables, they are shipped by weight, using shipper seals. Transport agencies do not accept and generally do not release this freight in the stipulated quantities and quality at its destination. A significant amount of produce shipped by rail is not weighed on car scales, because they are lacking at shipment stations. Questions of increasing the responsibility of transport organizations for the quality of the produce being shipped have been raised for many years, but they have not yet been resolved.

Carrying Out Contract Agreements. Also unresolved are questions of strengthening state procurement discipline. The cause is a low level of responsibility among kol-khoz and sovkhoz leaders for the prompt sale to the state of agricultural produce in accordance with contract agreements concluded and a conciliatory attitude towards these negative phenomena on the part of procurers.

In the 10th Five-Year Plan, for example, 52-56 percent of the kolkhozes and sovkhozes failed to carry out agreements on delivering potatoes to consumers' cooperatives for state resources, 52-58 percent of the farms failed to meet agreements on vegetables, 55-57 percent -- agreements on fruit, and 16-29 percent, agreements on eggs. They failed to provide the state with about 20 million tons of potatoes, fruit and vegetables and 1.5 billion eggs, which we made up by purchases from the population, but

at higher purchase prices, requiring quite a considerable monetary compensation from the state budget.

In this regard, farms bore almost no material responsibility for failing to carry out contract agreements.

In the 11th Five-Year Plan, we need to change the attitude of both the farms and the procurers towards carrying out contract agreements, not permit formalism and ensure, beginning this year, unconditional fulfillment of plans and above-plan obligations to sell agricultural produce to the state. Contractual obligations must become truly law, and the laws are to be obeyed by all.

Social production is the main source for forming food stocks in the country. According to the resolutions of the 26th CPSU Congress, average annual increment in agricultural output per capita will be two-fold higher this five-year plan than last. For individual types of output, it will be: 16-19 percent for grain, 28 percent for sunflower seeds, 15-18 percent for meat, 14 percent for eggs, 13 percent for vegetables, and 22 percent for fruit and berries. State purchases will be increased correspondingly. But, as Comrade N. A. Tikhonov, USSR Council of Ministers Chairman, properly noted in his report at the 26th CPSU Congress, "we also must not forget that the private subsidiary plots of citizens are a reserve for increasing the production of meat, milk, potatoes and other produce."

Purchases on Private Subsidiary Plots. The main role in organizing purchases of produce on private subsidiary plots belongs to the consumers' cooperatives. In carrying out the CPSU Central Committee and USSR Council of Ministers Decree "On Additional Steps to Increase the Production of Agricultural Produce on Citizens' Private Subsidiary Plots," we have planned substantially more active work with the population on increasing the amounts of produce being purchased. We will continue improving mutually advantageous relations between our procurers and individual farms, structuring them on contractual principles. The task has been set of concluding agricultural produce purchase agreements with all citizens' private subsidiary plots with commodity output. Work in orchard-garden associations is to be expanded. The potrebsoyuzes have been set an assignment to open 5,000 seasonal centers in these associations in 1981-1983 -- stores in which we anticipate, along with purchases of agricultural produce, the sale of orchard and garden tools, fertilizers and other goods.

It has been proposed that cooperative organizations take a number of steps to encourage owners of agricultural produce to sell it -- expand the issuance of credit, preferential sale of scarce goods (building materials, motorcycles, carpeting, and so forth), for which special departments are to be opened up in the stores.

The Tsentrosoyuz board has demanded that all cooperative organizations ensure full satisfaction of the people's needs for orchard and garden tools, mineral fertilizers and toxic chemicals.

The CPSU Central Committee and USSR Council of Ministers decree recognizes the expediency of allocating the Tsentrosoyuz, beginning in 1982, mixed feed for resale to citizens concluding agreements with consumers' cooperatives organizations for live-stock and poultry sales. It is the task of cooperative organizations to distribute this feed skillfully, to the greatest advantage, actively helping involve in live-stock and poultry fattening those citizens not previously involved in this useful

work. This work must be developed foremost with residents of cities and settlements with no kolkhozes or sovkhoses.

In recent years, the Tsentrosoyuz board has paid a great deal of attention to improving work on developing rabbit-raising on citizens' individual farms, which helps improve the supply of dietetic meat and fur to the population. We purchase up to 25,000 tons of rabbit meat and 50 million skins each year. But that is very little. The 20th Congress of Consumers' Cooperatives Plenipotentiaries set cooperative organizations the task of increasing purchases of rabbit-raising output at least two-fold in the 11th Five-Year Plan. That is a realistic task, since rabbits can be raised almost anywhere in our country. But the attitude our procurement offices have towards this matter is far from uniform. Whereas procurers of potrebsoyuzes of the Ukraine, Moldavia, Kirgizia, Stavropol'skiy and Krasnodarskiy krais and Moscow and Rostovskaya oblasts are working actively and purposefully in this area, with the active assistance of the rabbit-raiser societies, the cooperative organizations of entire regions of the Russian Federation, such as the Volga area, Urals, Western and Eastern Siberia and the Primor'ye are little concerned with developing individuals' rabbit-raising. Cooperatives in Georgia, Armenia, Azerbaijan, Tajikistan, Turkmenia and Uzbekistan have thus far done little work along this line. Attitudes towards this important matter must be changed.

Rabbit-raising should be propagandized more, not only on citizens' private subsidiary plots, but also on the subsidiary farms of enterprises, organizations and institutions, in orchard societies, and foremost, schoolchildren must be enlisted in this work more actively. But the rabbit-raiser must be confident that the output he raises will be accepted by procurers without delay.

Procurements of Wild Fruit and Herbs. We need to touch, if only briefly, on the enormous and important, but thus far inadequately used food reserve of wild fruit, berries, mushrooms and nuts. Our country has the richest resources of these products in the world, and their food value, and medicinal value as well in many cases, is very high. Wild fruit and berries are widely used in cooking and confectionery, and mushrooms are generally recognized as a food product with high protein content.

In the 10th Five-Year Plan, we purchased 390,000 tons of wild fruit and berries, 81,000 tons of mushrooms and about 10,000 tons of nuts. The Tsentrosoyuz board considers this extremely low and has set the task of increasing purchases by 60-70 percent in the 11th Five-Year Plan.

In order to ensure such a by and large considerable increase in purchases, we have worked out and are implementing a whole series of measures. The potrebsoyuzes have been instructed to introduce the position of wild fruit and herbs procurement organizer into the administrations for procurement of oblast and republic potrebsoyuzes and the rayon procurement offices and to staff them with specialists. We have already created specialized departments in all oblast potrebsoyuzes of Belorussia and Armenia; administrations have been organized in the Azerbaijan and Kazakh potrebsoyuzes, and the Russian Federation potrebsoyuz has staffed its specialized bases with 30 zone marketing specialist-organizers. The Russian Federation potrebsoyuz board has been instructed to create specialized departments in krais, oblasts and republics with significant resources of wild fruit, berries, nuts, commercial medicinal raw material and honey.

Steps have been planned to broaden the material-technical base. The potrebsoyuzes have been set the assignment of building an additional 3,200 mushroom-cooking and procurement centers in the 11th Five-Year Plan, and Tsentrosoyuz plants are to manufacture various equipment and machinery, including 2,220 driers, 1,400 TsSK-39M mushroom cookers, and others. Tsentrosoyuz planning organizations have developed several versions of mushroom, berry and medicinal herb driers, as well as a standard plan for a specialized wild produce procurement-receiving center.

We have also permitted the enlistment of rural consumers' society stores in procuring wild fruit and medicinal raw material. In this regard, clerks are paid awards for direct purchases of such produce from the population based on rates set for procurers employed in purchasing agricultural produce and raw material from the population.

New forms and methods of organizing procurement are being sought out. It is recommended that the potrebsoyuzes introduce the contract form of purchasing output from the population. Citizens concluding agreements for the sale of mushrooms, berries, honey and other output to consumers' cooperatives are permitted preferential access to buy goods in great demand.

On the recommendation of the Tsentrosoyuz board, 186 forest camps were organized in 1980, including 160 by the Russian Federation potrebsoyuz, 18 by the Latvian potrebsoyuz, six by the Belorussian potrebsoyuz and two by the Kazakh potrebsoyuz. This year, potrebsoyuzes have been set an assignment to increase the number of forest camps.

Individual potrebsoyuzes -- Belorussian, Tomsk, Sakhalin, Vladimir -- are actively enlisting the aid of institute students and tekhnikum pupils in gathering fruit and herbs. This season, we intend to enlist about 10,000 students in procurement. In order to involve more young people in gathering wild plants, we have reviewed the terms of the contest run by the Komsomol Central Committee and Tsentrosoyuz board. Incentives for outstanding contestants have been increased from 70,000 to 100,000 rubles. The number of bonuses for schoolchildren has been increased and bonuses have been introduced for workers in public and informal education for organizing this work best in the schools.

In order to increase the material interest of school directors, teachers, Pioneer leaders and other school and Pioneer camp workers, the Tsentrosoyuz board has permitted paying them awards at rates set for volunteer procurers for organizing collection and marketing by their collectives.

A decision has been made to introduce into the "Terms of All-Union Socialist Competition for Consumers' Cooperative Enterprises and Organizations" as one of the main indicators of procurement activity of the potrebsoyuzes fulfillment of the plans for procuring and delivering wild produce.

Potrebsoyuzes of the Urals, Siberia, the Far East, Central Asia and Kazakhstan have considerable opportunities for increasing procurements of wild plants. In July-August 1980, the Tsentrosoyuz, jointly with the Russian Federation potrebsoyuz, held a seminar at Kolpashevskiy cooperative fur farm with potrebsoyuz board deputy chairmen for procurement and directors of trusts, cooperative fur farms and rayon procurement offices of Siberia and the Far East on questions of improving the comprehensive use of natural resources and exchanging leading experience. The Tomskaya obkom, the ispolkom of the oblast Soviet of People's Deputies and the Tsentrosoyuz board adopted

a joint resolution "On Additional Steps to Improve the Use of Cedar Forests and Increase Procurements of Wild Plants and Commercial Medicinal Herbs by the Tomskaya Oblast Potrebsoyuz." This resolution anticipates the creation of craft centers with a "watch" method of organizing produce gathering in all commodity regions. There is reason to hope that implementation of the measures planned will permit an increase in purchases of the gifts of the forest.

These days, agricultural laborers, inspired by the resolutions of the 26th Communist Party Congress, are waging a stubborn struggle for the new harvest, the harvest of the first year of the 11th Five-Year Plan. Consumers' cooperative procurers are also participating actively in this important state cause. Each new procurement season is also a serious new test for procurers. In order to pass it successfully, each procurer must work as hard as he can, with initiative, with a sense of high responsibility for the work entrusted to him, in order to make the greatest contribution he can to resolving the tasks set by the Communist Party of improving the supply of food and manufactured goods to the Soviet people.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

EQUIPMENT FOR FOOD, LIGHT INDUSTRY, DEVELOPMENT OF PUBLIC DINING

Machine Building

Moscow EKONOMICHESKAYA GAZETA in Russian No 44, Oct 81 p 2

Article: "The Development of Machine Building for Light and Food Industry"

Text Machine building for light and food industry is a sector of multiple specialization, which is called upon to furnish modern equipment to the meat and dairy, milling and elevator, printing and glass and pyroceramic industries, enterprises of trade and public dining, as well as the production of chemical fibers. A considerable number of refrigerators, washing and sewing machines, vacuum cleaners, electric shavers and other household equipment are produced here.

During the 10th Five-Year Plan the production volume in the sector increased by 29 percent. Labor productivity rose 25 percent. The output of 1,150 types of new equipment was assimilated. The proportion of products with the State Seal of Quality increased more than fourfold.

Proportion of Products With the Seal of Quality at Enterprises of the Ministry
of Machine Building for Light and Food Industry and Household Appliances
(percent)

<u>1975</u>	<u>1980</u>	<u>1985 (plan)</u>
6.8	28.3	36

To date the enterprises of the Ministry of Machine Building for Light and Food Industry and Household Appliances have assimilated the production of a number of sets of equipment for the mechanization and automation of technological processes in the food industry. The dairy industry is equipped with pasteurizing and cooling units which in the specific materials-output ratio and the coefficient of heat regeneration are superior to the best world models. The retooling of enterprises of the textile industry on the basis of the adoption of systems of spindleless spinning and draw loom weaving, which make it possible to increase labor productivity 1.5- to 2-fold, is being carried out successfully. At present the USSR has the largest pool of spindleless spinning machines and draw looms in the world.

The Equipment of the New Five-Year Plan

The 26th CPSU Congress set responsible tasks for the sector during the 11th Five-Year Plan. It is necessary to develop and begin the production of highly

efficient systems of machines and equipment, which ensure the mechanization and automation of technological processes, the complete use of agricultural raw materials and the reduction of losses during their processing, storage and delivery to the consumer. The sector is called upon to make a significant contribution to the implementation of the food program.

It is planned to increase by 1.6-fold the number of new types of equipment, which are being developed and assimilated in production, for the processing, and especially the food, sectors of industry. During the 5-year period the scientific and design organizations, associations and enterprises of the Ministry of Machine Building for Light and Food Industry and Household Appliances need to furnish industry with equipment for the processing of potatoes, skim milk, buttermilk and whey. The use of this equipment will make it possible to reduce sharply the now existing losses of valuable food products.

The collectives of the Kiev Pishchemash Scientific Production Association, the Bologhovo and Smela machine building plants have been entrusted with the production of complete sets of technological equipment for sugar refineries with a capacity of 6,000 tons of processing of beets a day. Its introduction will make it possible to shorten the sugar refining season. Moreover, the calculations of specialists show that the shortening of the sugar refining cycle by 1 month will ensure an additional output of 150,000 tons of sugar.

The production of a wide range of automated lines for the bottling and capping of liquid foods with a productivity of up to 45,000 bottles an hour, automatic machines for the packaging of flour, groats, sugar, salt and other bulk products with a productivity of 60-120 packages a minute, sets of equipment for the production of frozen convenience foods and flash frozen dishes with trimmings, as well as the mechanization of technological processes at fruit and vegetable bases is envisaged for the purpose of increasing the output of foodstuffs in bagged and packaged form.

It is planned to increase considerably the productivity and level of automation of the sets of machines for the spindleless spinning of cotton. Equipment for the spindleless spinning of wool, flax and blends of natural and chemical fibers will be introduced on a broad scale. The use of pneumatic, rotary spinning and self-twisting machines will make it possible to increase the yield of yarn per square meter of production area and to boost labor productivity by 1.5- to 2-fold.

As a whole during the 5-year period it is planned to assimilate in the sector the series production of 1,270 types of new equipment and to modernize 514 designs of machines being produced. At the same time obsolete equipment of 587 descriptions is being removed from production. As a result the list of machines being produced will be updated by 40 percent and will be increased by 18 percent.

During the current 5-year plan as compared with the past 5-year plan it is planned in the sector to increase the number of automatic lines twofold, the number of machine tools with numerical control threefold and the number of processing centers fivefold. Two automated technological complexes, 300 industrial robots and many other means of the mechanization and automation of production will be introduced.

For the Home, for the Family

The decisions of the 26th party congress specify that the production of cultural, personal and household goods in the Ministry of Machine Building for Light and Food Industry and Household Appliance should be increased 1.4- to 1.5-fold.

Important qualitative changes have to be made in the assortment and technical level of household appliances. By the end of the 5-year plan the proportion of absorption refrigerators with a capacity of 200 liters will increase to 50 percent of their total output as against 2 percent in 1980. In the total production volume of washing machines the output of automatic washing machines will increase by 1985 to 20 percent as against 0.1 percent in 1980.

The current 5-year period should become a period of the introduction of electronics in the control of complicated household equipment. The conducted experiments show that the use of microprocessors in a washing machine makes it possible to decrease the consumption of electric power and water with the simultaneous reduction of the metal content of the entire unit. Moreover, the use of electronics affords the opportunity to automate some types of work in everyday life, by means of which, as calculations show, it is possible to free (first of all for housewives) from 1 to 3 hours a day.

It is extremely important during the 11th Five-Year Plan to solve the problem of the standardization of household appliances. The enterprises of various sectors of industry produce 54 models of refrigerators, 47 types of washing machines, 24 versions of vacuum cleaners and 30 types of electric shavers. The formed diversity of the designs of household appliances for the same functional purpose is becoming a more and more serious hindrance to the organization of centralized repair, is leading to excessive expenditures on the production of spare parts and is lengthening the time of repair, which is evoking the justified reproaches of workers. The pursuit of a unified technical policy in this area, as is known, has been assigned to the main ministries.

The analysis made by designing engineers and designers showed that all the diversity of the demands of buyers can be completely met by a significantly smaller number of models, which forms a so-called design series. This affords a broad opportunity for the standardization of household equipment. It is natural that the changeover to the production of standardized models will require expenditures and time for the reorganization of production. But in this case the end justifies the means. The Ministry of Machine Building for Light and Food Industry and Household Appliances needs to display greater persistence in overcoming interdepartmental barriers while performing the functions of a main ministry. The decrease planned for the 5-year period of the number of models of refrigerators and electric vacuum cleaners being produced to one-half and of washing machines to one-third in many ways depends on this.

At the same time as this it is necessary to launch purposeful work on the increase of the quality of the household appliances being produced. A significant number of refrigerators of the Ussuriysk, Dushanbe, Samarkand and Baku plants are still arriving at workshops without even having served their warranty periods.

Reserves of the Economy of Resources

During the 5-year period in the system of the Ministry of Machine Building for Light and Food Industry and Household Appliances it is envisaged to decrease the average rates of consumption of rolled ferrous metal products by 20 percent and of electric power by 14 percent. The technology of plasma spraying and polymeric coating will be used more and more extensively for increasing the wearing qualities and resistance to corrosion of parts of machines.

The functional-value analysis, which makes it possible when improving product quality to identify the excessive expenditures caused by the imperfection of the design of items, is being used successfully at 19 enterprises and 11 scientific research organizations of the Ministry of Machine Building for Light and Food Industry and Household Appliances. Thus, at the Odessa Plant of Printing Machines by means of the functional-value analysis it was possible to decrease the number of parts of the developing chamber, which are being produced, from 153 to 97 units. Its production cost was reduced by 21.3 percent, while the material expenditures were reduced by 79 percent. During the current 5-year plan the maximum efforts must be exerted for the more extensive dissemination of this advanced method. Particular attention must be directed to the improvement of the quality indicators. Many enterprises of the sector are still not coping with the assignments on labor productivity, the production cost and the profit.

During the initial year of the 11th Five-Year Plan in machine building for light and food industry and household appliances it is planned to increase the production volume in accordance with the standard net output by 4.5 percent. Moreover, 90 percent of this increase should be obtained by the increase of labor productivity. The plan of 9 months was fulfilled by 101.5 percent. The entire increase of production was obtained by the increase of labor productivity.

As compared with the corresponding period last year the production volume increased by 5.1 percent. More than 23,000 units of technological equipment were delivered to start-up projects of light and the food industries.

At the same time the assignments on the production of several most important types of equipment and household appliances, including spinning and industrial sewing machines, technological equipment for the leather footwear, glass and pyroceramic, fulling and felt industries, refrigerators, washing machines and electric vacuum cleaners, were not fulfilled. The related sectors, which in a number of cases did not ensure the timely delivery of materials and components, should assume some of the blame for these disruptions. However, as the analysis shows, a number of associations and enterprises did not fulfill the assignments mainly due to their own shortcomings in the organization of production.

Lagging collectives stand next to leading collectives. Whereas the Podol'sk Machinery Plant imeni Kalinin, the Smela Machine Building Plant, the Moscow Mikromashina Plant, the Yeysk Plant of Printing Machines, the Perovskiy Plant of Trade Machine Building and the Kiyevtorgmash Association are constantly fulfilling and exceeding the plan assignments of this year and are leading in the sectorial socialist competition, the Serpukhov 10 Oktyabr' Machinery Plant, the Kuybyshev Prodmash Plant, the Sverdmashpribor Plant and the Kalininmashdetal' and Ivmashtetal' associations more often than others are lagging.

At the end of the year it is important to examine carefully the causes of the lagging of each subdivision, to help it to master the know-how of the leaders and to put the available reserves to use.

Public Dining

Moscow EKONOMICHESKAYA GAZETA in Russian No 44, Oct 81 p 2

/Article by USSR Deputy Minister of the Timber, Wood Processing and Pulp and Paper Industry Yu. Yagodnikov: "'The Development of Public Dining'"/

/Text/ In response to the review published in No 27 of the weekly we report that the ministry has specified and is implementing a program on the improvement of public dining by means of the increase of the production of meat, milk and vegetables at the subsidiary farms of enterprises.

Work is being performed on the strengthening and development of existing subsidiary farms, as well as the organization of new ones. Now there are 468 of them, which is 2.4-fold more as compared with 1978.

During the 11th Five-Year Plan it is planned to increase the volume of delivery of meat for supply of the workers to 90,900 tons and of milk to 86,300 tons.

At the same time the ministry notes that the shortcomings in the organization of public dining in the system of the USSR Ministry of the Timber, Wood Processing and Pulp and Paper Industry are correctly reflected in the review.

An order for the ministry envisages during this 5-year plan to place into operation 270 stores and divisions for the sale of convenience foods, culinary and confectionary items, to increase the number of seats at dining rooms by 30,000, including 5,600 seats at general educational schools, and to implement a large number of measures which are aimed at assuring high standards of the service of the population.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

BAKING INDUSTRY PROBLEMS, GOALS

Consumer Cooperatives

Moscow SOVETSKAYA TORGOVLYA in Russian 1 Sep 81 p 1

/Article by Ye. Mayorova, chief of the Administration of the Baking Industry of the Central Union of Consumer Societies: "The Rural Loaf"

/Text Seldom will you now see anywhere in the countryside homemade bread. Young housewives at times do not even know how to bake it: why, they say, when there is bread in the store.

Indeed, today the baking industry primarily of the system of consumer cooperatives meets for the most part the needs of the rural population for baked bread. It now accounts for about 35 percent of all the bread baked in the country.

Baking has become a major sector of cooperative industry: there are 9,600 bread-baking plants and bakeries and 200 confectionary shops under its jurisdiction. In the past decade alone 1,900 modern bread-baking plants have been built, while many of the previously built ones were renovated.

But this, too, is still not enough. The task of increasing the output of products has been set for our sector in order to solve in the next few years the problem of completely meeting the needs of the residents of the village for industrially prepared baked goods. For this it is planned in 1981-1985 to put into operation enterprises with a total capacity of 9,330 tons of products a day.

The population of rural areas should always be assured that bread can be bought. Our efforts are aimed first of all at continuously supplying the trade network with it. The delivery of bread to the stores is carried out now, as a rule, according to schedules. For this 15,000 specialized trucks, as well as other transport, are being used. But nevertheless irregularities in the trade in bread still occur. Reports on this were recently received from Belgorodskaya, Kurganskaya, Saratovskaya, Tul'skaya and several other oblasts of the RSFSR, Gomel'skaya and Brestskaya Oblasts of Belorussia, Chernigovskaya and Poltavskaya Oblasts of the Ukraine.

Of course, at each signal steps are taken immediately. But why are disruptions occurring? A check showed that the relaxation of the monitoring of the operation of bakeries and specialized transport is the main reason. Hence the upsetting of the schedule of delivery of bread to the stores.

The use of containers is helping to improve the delivery of bread to the stores and to retain its quality. The cooperative workers of Estonia transport more than 60 percent of all baked goods in containers. But only in a few oblasts of the Ukraine and the RSFSR have they followed their example. The other unions of consumer trade cooperatives are unjustifiably delaying the adoption of this advanced method.

Our enterprises, as a rule, have all the conditions for the output of high quality products. Nevertheless, last year the quality inspectorate rejected 8 percent of the checked products of our bread-baking plants. And all this is because someone was unconscientious about the assigned job and violated the processing method, while the inspector missed the defective goods. Hence, it is necessary to increase the personal responsibility of every worker for the quality of the items being produced. It is increasing considerably with the comprehensive system of product quality control--the KSUKP, which we are adopting at the enterprises of the sector. In the Ukrainian, Belorussian and Moldavian unions of consumer trade cooperatives it is already being used at all the large bread-baking plants.

During the 11th Five-Year Plan it is planned to adopt the KSUKP at 707 bread-baking enterprises and of them at 112 this year. However, 8 months have already passed, but this system has been implemented at only 35 enterprises. The Kirghiz, Tajik, Armenian, Georgian, Turkmen and Kazakh unions of consumer trade cooperatives so far have not adopted it at a single one. The RSFSR Union of Consumer Societies is carrying out this work slowly: this year it is planned to introduce the KSUKP at 40 of its bread-baking plants, but after 8 months only 11 have applied it.

We should perform much work during the 11th Five-Year Plan on the improvement of the assortment. In conformity with the comprehensive program of the increase of the production of goods, which was elaborated by the Central Union of Consumer Societies, the output of the products of baking will increase during the 5-year plan by 450 million rubles as compared with the previously adopted plans. We should provide such an increase first of all by the increase of the output of rolls and buns by 22 percent and of ring-shaped rolls, biscuits and confectionary items by 1.5- to 2-fold.

Particular attention is being devoted to the increase of the production of small items. Mechanized roll and confectionary shops are being set up for this at large bread-baking combines. The experience of their operation in Moldavia, Belorussia and Voronezhskaya Oblast has confirmed that in this way it is possible to increase considerably the output of products needed by the population. Taking this into account, the roll and confectionary shop will be envisaged in the standard designs of cooperative bread-baking plants. The policy of specializing the production of biscuits and ring-shaped rolls has also been adopted.

While increasing the output and improving the assortment of baked products, we are obliged at the same time to worry about their more efficient use and not to allow waste. For this purpose the enterprises are being changed over to the output of a loaf weighing 0.6-0.8 kg by decreasing the production of large loaves. Such a measure will enable every customer to purchase bread in the amount which he actually needs for a day, which will sharply reduce waste.

We should consume flour and other products more economically. The decree of the CPSU Central Committee and the USSR Council of Ministers "On Stepping Up the Work

on the Economy and Efficient Use of Raw Material, Fuel, Energy and Other Material Resources" is aimed at this. We have opportunities to save. Since a significant amount of flour is lost during transportation and warehousing in bags, we are introducing the bulk method of storage. It is already used at 159 bread-baking plants. During the 11th Five-Year Plan it is planned to install at our enterprises another 220 units for the bulk storage of flour. According to rough estimates, this will save 480 tons of flour and will free 16,000 bags for other purposes.

As a result of the improvement of a number of technological processes we intend in 5 years to free for food purposes no less than 1,800 tons of vegetable oil. The enrichment of the flour with valuable additives by the replacement of a portion of the water with whey proved to be very effective. In this case the bread becomes better and less flour is consumed: 38-40 kg of it are saved per ton of whey. At present we are using 120,000 tons of whey a year, while by the end of the 5-year plan we will use up to 500,000 tons.

The baking industry of the union of consumer trade cooperatives urgently needs the assistance of machine builders in order to successfully accomplish the set tasks. At present our orders for technological equipment and spare parts are far from being entirely satisfied by the plants of the Ministry of the Food Industry and the Ministry of Machine Building for Light and Food Industry and Household Appliances. The Tallinn Plant of Trade Equipment of the Central Union of Consumer Societies is also letting us down, although it now specializes in the production of baking equipment. And due to this we are still not able to shift all the labor-consuming operations completely onto the shoulders of machines.

"Bread is the master of all," they say among the people. The workers of the baking industry of the consumer cooperative system remember this and on their part will do everything that depends on them so that a tasty freshly baked loaf would always be on the table in every rural family.

Delivery, Scraps

Moscow SOVETSKAYA TORGOVLYA in Russian 8 Sep 81 p 1

/Article by SOVETSKAYA TORGOVLYA special correspondent M. Lysov (Krasnodarskiy Kray): "On Formal Terms With Bread"/

/Text/ Much interesting experience in the economical, thrifty use of bread has been gained in trade of Krasnodarskiy Kray. There are, however, also problems, for the solution of which more initiative and a creative search of the workers of trade are necessary.

Stop by the firm bread store, which is on the corner of Krasnaya Ulitsa and Ulitsa Lenina in Krasnodar, and you will breathe in the rich and pungent aroma of ruddy long loaves, buns and loaves (the products of all six bread-baking enterprises of the city are represented here) and perforce will be lost in admiration—here they are, the fruits of human hands.

"Take note," store director N. G. Yemel'yanenko asks, "that here a special place has been assigned for the products of each supplier. The customers have grown accustomed to the assortment of the enterprises, each one has his favorite kinds of

bread, and why should a person go around the entire store and poke with a fork every long loaf. Moreover, such an organization of trade in itself predetermines the responsibility of the suppliers for the quality of their products."

It should be added to what the director said that here the workers of the store keep track very strictly of the quality of the bread. Underbaked and burned bread is returned to the plant with the same truck that delivered it. And there is another interesting detail. Not only the number of the supplying bread-baking plant, but also the telephone number of its director are indicated above each row of shelves. The customer can state his complaints about the quality or the irregularity of delivery directly to the director.

For the sake of fairness let us say that they do not trouble the directors of the bread-baking plants in Krasnodar that often. One also does not have occasion to hear from the workers of bread stores: "The supplier let us down," "They did not deliver on time," "The truck broke down." Of course, everything does happen--the trucks break down en route, the electric power is switched off at the most inappropriate moment, but in the meantime disruptions with the delivery of bread do not occur either in Krasnodar or in other cities of the Kuban'. Smoothness begins with the production control service. In Krasnodar K. V. Dzhalalova, chief of the marketing division of the Gorkhlebprom Association, is in charge of it. And both representatives of the industry and workers of trade--one merchandising specialist per trade organization--belong to the group. All the orders of stores for the delivery of bread converge here, they are made more specific here, the operating schedules of transport are drawn up here. But the group works only with documents. Not less than three trucks loaded with the freshest, still warm bread are constantly in its reserve. A simple and reliable system has been established: there is no need for the store to call the trade organization, and then from there to relay the alarm to the bread-baking plant--the alarm follows a straight line: the store--the production control group. And there is another detail. A standby line at one of the bread-baking plants of the city is subordinate precisely to the commands of the production control group. In case of any unforeseen circumstances it is put into operation.

Bread is sold at 145 stores of Krasnodar. In all 80 trucks with the inscription "Bread" continuously run between the bread-baking plants and the stores.

"No matter how you try, you are not able to smoothly supply all the stores with this amount of transport," relates P. A. Doroshenko, general director of the Gorkhlebprom Association. "Night delivery comes to the rescue. In Krasnodar we deliver approximately 30-40 percent of the bread to stores at night. In the immediate plans it is envisaged to increase sharply this method of delivering bread. Although there are also problems here."

For the kray as a whole it is planned to increase the night delivery of bread to 35-40 percent only at the end of the 5-year plan. At present of the 1,765 stores of state trade night delivery is used in practice at only 229. To be sure, 13 percent is too little, it is one of the causes of the problems of transport, which still often arise. Perhaps there are some serious obstacles in the way of the introduction of the necessary and important matter?

At Specialized Bread Store No 103 of the Novorossiysk Office of the health resort food trade organization, for example, the lack of premises, to which they could deliver bread at night without the participation of representatives of the store, is considered such an obstacle. Meanwhile there are premises, they merely must be appropriately equipped. The total lack of the night delivery of bread in the cities of Anapa and Kropotkin and in Abinskiy, Slavyanskiy and Temryu. Rayons of the kray is also explained by nothing other than the inability of the workers of trade to keep pace with the times.

The following seemingly insignificant detail, which was noticed in the utility room of the bread department of Store No 4 of the food trade organization of Pervomayskiy Rayon of Krasnodar, was astonishing. The saleswoman, who had cut a loaf of bread into two and four pieces, took a brush and carefully brushed the bread crumbs into a small tray attached below. She explained that this was for industrial processing.

"How many such crumbs do you collect?"

"About 10 kilograms a month!"

In a day, consequently, there are 300-400 grams. Crumbs, three or four slices of bread for such and such a department! Well let us calculate: 400 times 4,825 (that many stores trade in bread in the Kuban' alone). The workers of trade of the kray can save daily nearly 2 tons of bread by the collection alone of just such seemingly insignificant scraps. And how many bread stores are there in the country? Alas, you will not encounter everywhere such a practical attitude toward national property as at Store No 4.

The question of the need to treat bread more economically, thriftily is rightly raised. The talk about increasing the production of bread and baked goods in a small package is opportune. And the baking industry of the Kuban' is being reorganized--the production of a loaf weighing 700-900 g and of small items weighing 500 g each or less is being increased. But I know from my own experience that a family of two, for example, will not eat up in 1 day an entire loaf of bread, be it even a 900 g loaf.

No matter what stores of the kray you happen to visit, everywhere you will take note that on the shelves there is constantly a cut loaf--in two and four pieces. And the majority of customers take precisely this, the cut loaf. The people are efficiently matching their needs. But do the workers of trade everywhere accommodate them? Alas, no. At times you will not persuade the salesperson to cut a loaf in half, especially at the end of the workday. What is the matter?

I believe that those people, who have had to engage all day in just one thing--cutting bread by hand--will understand me. This is a difficult job. In the Kuban' they have facilitated it everywhere by a very simple means--they have produced for practically every department of the store a so-called Podymov knife--a lever-operated knife which is similar to a guillotine. Any construction group of a trade organization is capable of producing such knives. And if you approach it in a practical manner, it is not hard also to adapt a tray for the gathering of scraps, as at Store No 4, as, by the way, at many other stores of the kray.

Covers made from polyethylene film, with which the trays of bread in the utility room are covered, are also easy to produce. But whereas at the stores of Krasnodar and, say, Maykop they exist practically everywhere, in Novorossiysk they ignore them for some reason. The bread quickly gets stale and loses its quality.

In all, 303 bread stores in Krasnodarskiy Kray (out of 4,825!) are equipped for tray or container trade. At the other stores the bread is carried from the truck to the store all but piece by piece and requires incredible expenditures of efforts. Even modern self-service department stores, which were set up, so to speak, according to the latest word of science and technology, have not changed over to the container delivery of bread.

There are several reasons. The first is transport. There are still extremely too few trucks with a load-lifting tailgate, which could be loaded with containers. The managers of kray trade deserve a serious reprimand here. In particular, the experience of Muscovites, where the reequipping of trucks was carried out by the efforts of motor transport enterprises, is being introduced timidly in the Kuban'.

The second problem lies in the containers themselves. And it is not even a matter of how many there are of them, but what sort of containers they are. It is impossible not to agree with the opinion of V. A. Barysheva, director of one of the self-service department stores of Krasnodar: "We have, after all, special, fine containers, but is it worth taking them to the bread-baking plant--on the way from them the catches and legs will remain."

The point is that at the self-service department store the containers differ in dimensions from ordinary containers. They simply will not fit into a truck which is not specially adapted for them. Hardly anyone would decide to place ordinary standard bread containers in a modern, beautiful self-service department store because of their extreme unestheticness. It is necessary to choose between esthetics and convenience. They choose esthetics and, probably, are rightly doing so. The task is to develop, at last, a general-purpose, convenient, beautiful bread container, which would both fit easily into a truck and would be acceptable to the eye in the modern self-service department store itself. Here, to be sure, there is something to think about.

Public Dining

Moscow SOVETSKAYA TORGOVLYA in Russian 12 Sep 81 p 2

/Article by SOVETSKAYA TORGOVLYA correspondent L. Shustova (Zhdanov): "Is Bread 'Strange'?"

/Text/ At the tables of the Stroitel' Restaurant several groups of patrons are finishing lunch. Bread remains on the plates.

"We did not need it," the patrons explain. "For the first course we ate noodle soup, for the second--pancakes with meat."

Indeed, when drawing up the fast lunch menu, the production manager and the process engineer did not take into account its composition and included bread, although it is not required. The result of such carelessness is deplorable: the pieces of

bread ended up in the food scraps. This is the first address of losses. The specialists of public dining should note that the consumption of bread changes subject to the contents of the menu, should take this into account and provide the appropriate recommendations to dining rooms, cafes and restaurants.

Passing by the washing division of the same Stroitel' Restaurant, we caught sight of four loaves among the dirty dishes. It was not possible to ascertain who had brought them to the dish washing division and for what reason. And this fact attests that bread is guarded poorly at the enterprise. As is turned out, they also order it without a guideline for the need. The barmaid daily orders 20 loaves of only one kind. But the number of people dining at the restaurant depending on the days of the week is different. If there is not enough of it, they buy up enough at a nearby store, if there is any left over, they throw it out.

Losses of bread, which are connected with the conditions of its sale, occur at public dining enterprises. Here at Dietary Dining Room No 33 thick, carelessly cut slices of three kinds of bread lie on one tray. There is no fork. When selecting a piece, the patron is forced to push aside with his hand what he does not need. As a result the bread crumbles and loses its attractiveness. But there is every reason to go through it. For alongside the fresh pieces the workers of the dining room place stale pieces, attempting to sell what has become stale through their fault.

Here is the sad result: during the first half of the year the First Trust of Dining Rooms and Restaurants turned over to the hog fattening center more than 2.5 tons of bread scraps. While at the Second Trust of Dining Rooms and Restaurants the accounting of losses of bread has not even been organized. Its director, V. Molotskiy, promises to correct this shortcoming.

"All the same it is the workers of the bread-baking plants who are to blame for the fact that such large wastes of bread form," he says. "Its quality is low. Let us compare their products with the items of the bakery of any nearby rayon union of consumer trade cooperatives."

Indeed, in the villages the bread is light, aromatic and tasty. But in Zhdanov you constantly hear reproaches about the low quality of products. Why?

We turned with such a question to L. Korobka, director of the bread-baking combine. She responded:

"The workers of trade and public dining are themselves to blame: they do not keep track of the selling date of our products, and at times do not know them. Our kinds of bread, such as palyanitsa, Kishinev and arnaut, have a short selling period. While a round loaf weighing half a kilogram should be used in 12 hours. After this time the bread gets old, its quality decreases."

The fact that the workers of the baking industry produce national kinds of bread with short selling periods, can only be welcomed. For these items have distinctive high taste qualities. It is laudable that the bakers are striving for the more complete satisfaction of the tastes of consumers. But it is impossible to equate the individual buyer to the wholesale buyer. They are under different conditions. And whereas the family is able to regulate the daily use of products with an accuracy of grams, the dining room and the restaurant do not have such a possibility. In

worrying about the economical use of the bread resources of the baking industry of Zhdanov, one should take into account the peculiarity of the consumption of their products at public dining enterprises and should set up for them the production of bread which is more storable. And its quality should be coordinated with the conditions of sale at dining rooms and restaurants.

It is obvious that the producers and consumers must establish closer contact in order to achieve a decrease of the losses of bread.

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HOUSING AND PERSONAL SERVICES

RELATIONSHIP OF PRODUCTION, DISTRIBUTION AND CONSUMPTION

Novosibirsk *EKONOMIKA I ORGANIZATSIYA PROMYSHLENNOGO PROIZVODSTVA* in Russian No 9, Sep 81 pp 46-52

[Article by Doctor of Economic Sciences Professor V. M. Rutgayzer, chief of a department of the Scientific Research Institute of Economics attached to USSR Gosplan (Moscow): "The Man of Labor in the Sphere of Distribution and Consumption"]

[Excerpt] The Main Directions of USSR Economic and Social Development for 1981-1985 and the Period to 1990, which were adopted by the 26th CPSU Congress, call for "the more efficient use of social factors of the growth of the economy, the combination of the material and moral stimuli to work, the increase of their influence on the development of production and the achievement of high end results."

The Interrelationship of Production, Distribution and Consumption

The directions and means of the influence of social factors¹ in production are diverse. In the end they reduce to the efficient use of the main productive force of society--its manpower resources. In turn, the favorable influence of social factors on the development of the economy depends on a number of external conditions, in the formation of which a decisive role belongs to the processes of distribution and consumption.

The problem of distribution does not reduce to the payment of monetary income according to labor. Income should have the real possibility of being converted into full-value goods and services. When such possibilities are narrowed, the stimulating influence of distribution on production is also limited. "The principle 'the more you work, the more you will receive'," writes well-known Soviet economist and Academician of the Estonian SSR Academy of Sciences A. A. Keyerna, "can be used as a stimulus only when it is possible to realize monetary income materially. The nominal wage, which it is impossible to convert into a real wage, that is, into goods and services which conform to the desires and tastes of the people, is not a stimulus."

The complete satisfaction of the consumer demand of the workers is evidence of the coordination of the initial and final phases of the stage of distribution in the socialist economy.² In the materials of the 26th CPSU Congress special attention is devoted to the problem of satisfying consumer demand, on the solution of which the effectiveness of the distributive policy of the state depends; the task of ensuring "the more complete satisfaction of the demand of the population for various

goods and services" was named at the congress as the primary task among the urgent problems of the improvement of the policy of the income of the population.

The influence of social factors on the development of production also depends on the conditions of consumption. It is therefore worthwhile to especially single out the influence which the development of services has on the man of labor.

The inadequate activeness of service sectors can lead to negative changes in the sphere of social relations and can cause complications in the use of the labor potential of society. What is meant is the slowing of the growth of labor productivity, an uneconomical attitude toward working time and the relaxation of labor discipline.

The losses, say, of working time to a certain extent are explained by the operation of consumer service enterprises and institutions, which is not coordinated with the working schedule of the majority of workers. According to the estimates of the Scientific Research Institute of Economics, the losses of working time with permission of the administration, which are caused, in particular, by the need to turn to the services of various organizations, in recent times have been increasing appreciably.³

According to the calculations of the Scientific Research Institute of Economics, the gross expenditures of time of the population on purchases of goods in state and cooperative trade amount to 37 billion hours a year; of them 12 billion hours go for the selection of goods and payment for them, waiting in lines and traveling to trade enterprises account for the remaining 25 billion hours. For the three most important service sectors--trade, public dining and personal services--the "overhead" expenditures come to the enormous amount of 36 billion hours annually, or two-thirds of the total available time spent in the sphere of consumption. This figure is close to the amount of annually available working time of those employed throughout the country in construction, trade, public dining, material and technical supply, marketing and procurement, taken together (1979 data). Of course, inefficient expenditures of time decrease the social importance of the types of service, which in themselves are advanced.

Many types of services are very "time-consuming" for consumers. At times they do not simplify life as much as, on the contrary, they complicate it. The contribution of the service sectors to the economy of the household is therefore inconspicuous. The complications with the maintenance of the household, which are connected, in particular, with the difficulties of obtaining personal services, purchasing goods in retail trade and going to public dining enterprises, require compensation. Such compensation is not only the reduction of free time, but also losses of working time. The "rest" from surmounting the difficulties in obtaining services often falls precisely to the workday.

A special role in the differentiation of the consumption opportunities of families, individual categories and strata of society in direct dependence on their labor contribution belongs to services. The strict conformity of these aspects of the way of life makes thorough social sense. It is extremely important to eliminate that frequent situation when the consumption opportunities of some social groups or others loses a direct connection with their participation in social production. The differentiation of consumption is then governed not by the differences in the

quantity and quality of labor, but by the processes of the redistribution of the income of workers, many of which are connected with such sectors of service as trade, personal service, transportation and public dining. One of the possible consequences is the shift of the energy, efforts and interests of people from production to the sphere of circulation and consumption, which means a weakening of the interest in the results of labor and, consequently, of the role of social factors in the development of social production.⁴

The means of overcoming this adverse tendency are specified by the decisions of the 26th party congress. They propose first of all the monitoring of the conformity of consumption to the labor contribution to social production. The cultivation of consumer habits and the development of correct stereotypes of behavior in the sphere of consumption are also of considerable importance. Not without reason is the task set in the Main Directions "to actively influence the formation of reasonable needs and esthetic tastes of the population."

Priority to the Consumer at Large

Personal services for the population occupy a special place in the set of sectors for the performance of services. During the 10th Five-Year Plan services were developed for the most part in conformity with the plan assignments: favorable changes are noticeable here. As a whole the aims at the convergence of the level of personal service in urban and rural areas were achieved. The differences in the quantity and quality of personal services by union republics were reduced.

The number of union republics, as well as ministries and departments, which are involved in the performance of personal services, which did not fulfill the plan of their sale, decreased substantially. The annual plan assignments by types of personal service for the population were fulfilled more successfully than previously.

During the 10th Five-Year Plan the preferential expansion of the services which are provided not to the population but to what are called organizations, enterprises and institutions "equated" to it, was a special feature of the development of personal service for the population.

Not that long ago, prior to 1976, institutions directly involved in the service of the population: kindergartens, Pioneer camps, sanatoriums, vacation homes and so on, were grouped with the "equated" institutions. The list of services, for which "equation" was permitted (primarily clothes washing and the repair of durable goods), was also limited. Now important changes have occurred here: for a number of services (shoe repair, the repair of complicated household appliances, the services of bathhouses and showers, ritual services) all organizations are now grouped with the category of "equated" organizations. This has led to a sharp decrease of the proportion of the population proper in the consumption of personal services. Even an absolute decrease of the volume of personal services to consumers at large and a decline of the cash receipts from their sale have been noted in some republics. For the country as a whole the level of service of the population as such for such socially important types of services as the repair of shoes and clothing, the knitting of knit goods and the repair of furniture is decreasing absolutely, which is occurring against the background of a quite favorable overall dynamics of services.

Such changes in the development of personal service make themselves felt in the end in the decrease of its involvement in the backing of the increasing monetary income of the workers, which, apart from other things, concentrates the demand on consumer goods. Personal service, instead of absorbing a larger and larger proportion of consumer expenditures, is increasing the "pressure" of demand on the commodity market.

Of course, by meeting the demand of enterprises and organizations, consumer service is performing useful work. But does its ultimate purpose lie only in this, has it really received enormous capital investments in the past 15-20 years for the sake of this? Of course, it is for the meeting of the increasing demands of the population for personal services, for the replacement of monotonous labor in housekeeping. Beyond any doubt, personal service enterprises should also perform socially responsible work on the servicing of a number of special consumers--children's institutions, the railroad and others. The filling of other orders should not be transformed into a priority matter for personal service enterprises. Unfortunately, this frequently happens: the needs of the population are regarded as secondary.

As a result, the process of replacing labor in the household with personal services, which occurred until the mid-1970's, slowed down. Specific improvements of the economic mechanism are necessary in order to return to an orientation toward the consumer at large. The need to distinguish in the system of indicators of personal service such a measurer of its activity as the volume of receipts from the meeting of the demand of the population will appear.⁵ The new indicator would not only be of substantial social importance, but would also have a quite obvious financial and economic significance. The aspiration to increase the cash receipts would definitely stimulate service enterprises to fill custom orders, which in the end would become the basis of the participation of personal service in the solution of a vital socio-economic problem--the assurance of the leading growth of the supply of services for a fee and other goods as compared with the monetary income of the workers.

The definite advantages of the consumer at large in no way implies the limitation of the interests of socially important enterprises and organizations. Their service can be regulated by another plan indicator--the volume of services to consumers of this type. Their list could be established by the soviets of people's deputies and be approved, let us say, once every 5 years.⁶

As to other enterprises and organizations, their demand for personal services should be met only to the extent of the production potentials. Their orders could promote the more uniform use of the capacities of personal service and the moderation of the seasonal fluctuations of demand.

Personal service enterprises, which are oriented mainly toward the meeting of the needs of the population, should enjoy obvious advantages in the receipt of credits and in settlements with the state budget. In this respect the experience of the organization of personal service in Hungary is noteworthy. Here a special status is conferred on enterprises which are oriented primarily toward consumers at large. Such a status means a right to a number of financial and credit preferences.

FOOTNOTES

1. The increase of the role of social factors in modern social production is noted by many economists and sociologists. Thus, Corresponding Member of the USSR Academy of Sciences T. I. Zaslavskaya believes that the present conditions of management "require of scholars even closer attention to the /social, human factor/ /in boldface/ of economic growth." *EKONOMIKA I ORGANIZATSIYA PROMYSHLENNOGO PROIZVODSTVA*, No 3, 1980, p 17 (emphasized by me--V. R.). "A distinctive feature of mature socialism," writes Professor I. I. Abalkin, "is the increase of the role of the social factors of the increase of production efficiency" ("*Ekonomicheskaya politika KPSS*" /*Economic Policy of the CPSU*/, Issue 2, Moscow, Politizdat, 1979, p 23).
2. These problems are being actively elaborated by Professor Mayyer. "...The consistent implementation of the socialist principles of distribution," he writes, "is possible only in the case of the complete satisfaction of the effective demand of the population for consumer goods and for services which are paid for by the population" (*VOPROSY EKONOMIKI*, No 2, 1981, p 57).
3. According to the data of A. A. Myasnikov, "in a year on the average per worker about 14 hours are lost due to leaves with the permission of the administration alone, which is 60 percent of all the losses of working time in industry" (*EKONOMIKA I ORGANIZATSIYA PROMYSHLENNOGO PROIZVODSTVA*, No 7, 1980, p 82).
4. Well-known Soviet sociologist and psychologist I. Kon, in analyzing the possibilities of such a transformation, cites the data of a sociological survey which was conducted under the direction of V. Yadov. The survey had the goal to compare the activeness of people in the sphere of labor and the area of leisure. It turned out that at one pole (30 percent of those surveyed) are people for whom the main opportunity for self-realization is labor, while at the other pole (16 percent) are those for whom "life begins only after work" (*LITERATURNAYA GAZETA*, 24 December 1980). For a larger and larger portion of people leisure is turning into the main meaning of life. There is appearing, as L. A. Kostin writes, even a kind of "leisure fatigue"--"tiredness from activities on days off, after which the body of the worker is not able to recover before the beginning of the shift" (*EKONOMIKA I ORGANIZATSIYA PROMYSHLENNOGO PROIZVODSTVA*, No 12, 1980, p 66).
5. "It would be proper," writes A. Goranin, a specialist in the economics of personal service, "for the volume of services, which are provided on the individual orders of the population, to become the main evaluation indicator of the operation of service enterprises. The higher it is, the better the sector is operating" (*PRAVDA*, 13 December 1980).
6. At present, as strange as it may seem, the list of organizations equated with the population is regulated by instructions of the USSR Central Statistical Administration.

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HOUSING AND PERSONAL SERVICES

STANDARD OF LIVING BY TERRITORY

Moscow EKONOMICHESKIYE NAUKI in Russian No 8, Aug 81 pp 41-47

/Article by Doctor of Economic Sciences G. Mil'ner and Candidate of Economic Sciences E. Gilinskaya: "Procedural Features of the Study of the Standard of Living of the Population by Territory of the Country"; passages enclosed in slantlines published in italics/

/Text/ The problem of establishing scientifically sound ratios in the standard of living of the population of different regions with allowance made for the corresponding socioeconomic, natural and climatic, demographic and other features occupies a special place among the problems of increasing the well-being of the people. "The need for /the leveling of social differences... on a territorial level/" was emphasized at the 26th CPSU Congress. "In various regions of our vast country the cultural and personal living conditions of the people are different. Precisely such differences are aggravating the situation with manpower resources in a number of places. The implementation of the programs of the development of Western Siberia, the zone of the Baykal-Amur Railway Line and other places in the Asian part of the country increased the influx of the population there. And still people to this day often prefer to go from the north to the south and from the east to the west, although the efficient distribution of productive forces requires movement in the opposite directions."¹ The urgency of the problems examined in this article is confirmed by a large number of the most diverse and quite typical facts. The insufficient elaboration of the indicated problems is having an adverse influence on a number of aspects of the development of the population and manpower resources and, of course, first of all on the degree of rationality of settlement in conformity with the national interests of the mature socialist society.

The proper distribution of the personal consumption fund by territory with allowance made for the differentiated expenditures on the reproduction of manpower and the degree of the provision of regions with manpower resources is an obligatory condition of the optimization of the process of population migration and the assurance of the necessary proportions between the physical and personal factors of production on the territorial level. Departmental dissociation in the regulation of the personal consumption fund hinders the meeting of this condition.

1. "Materialy XXVI s'yezda KPSS" /Materials of the 26th CPSU Congress/, Moscow, 1981, p 54.

Precisely for this reason in the decree of the CPSU Central Committee and the USSR Council of Ministers of 12 July 1979, "On Improving Planning and Strengthening the Influence of the Economic Mechanism on Increasing Production Efficiency and Work Quality," it is recognized as necessary to draft consolidated sections on the entire set of measures in the area of social development within the state plans of economic and social development of the USSR, the union and autonomous republics, krais, oblasts, cities and rayons. Measures on the improvement of working conditions, the increase of the qualifications and occupational skills of workers, the improvement of housing, cultural and personal living conditions, medical service and so on should be envisaged in these sections of the plans.

The territorial breakdown of the plan of the increase of the material well-being is especially necessary under the conditions of the high mobility of the population. The increase of the well-being is leading to a reevaluation of the established approaches to various elements of the standard of living. Thus, it is possible to claim that the relative importance of the wage is decreasing and the role of other components of the standard, such as services and housing conditions, is increasing. The role of noneconomic factors: the climate, the possibilities for recreation, proximity to cultural centers and so on, is increasing in the consciousness of the workers. All this requires not simply the establishment, but also the planned maintenance of those territorial ratios in the standard of living of the population, which with allowance made for the entire set of changing conditions would ensure the optimum amounts and directions of the migration of manpower resources and the primary sending of manpower to the regions of new development. The need for the territorial planning of social processes and the standard of living also stems from the fact that the different statewide measures on the increase of the material well-being are always implemented under the specific socioeconomic conditions which are characteristic of the given territory. These measures have different social consequences in connection with regional peculiarities in the sex-age structure of the population, the level of economic development, the amount of income and the nature of the breakdown of families according to its level and so on.

The establishment of the nature and degree of the reciprocal influence of the increase of the efficiency of social production and the increase of the standard of living of the population within a given territory is among the very important theoretical and practical problems of the regional aspect of economic development. On the scale of the country as a whole the strict dependence of the amount of assets, which ensure a specific standard of living of the population, on production efficiency, the increase of the national income, the increase of the social productivity of labor and so forth is quite clear. On the territorial level the solution of this problem has its own peculiarities. Indeed, the state can ensure in a planned manner the increase of the well-being of the population of some part of the country regardless of the efficiency of the social production of the given region. In practice such a problem during the building of socialism and communism was and is being worked on extensively when developing new territories, for the rapid development of the culture of individual national or ethnic groups of the population.

The territorial regulation of the standard of living should begin with the establishment of the actual differences in the standards of living of the population of the economic regions. Then it is necessary to determine the causes of these differences: to what extent they stem from the peculiarities of the reproduction of manpower in one region or another, from the specific nature of the local sectorial structure of the national economy, from the peculiarities of the sex-age structure

of the population. The actual differences of the indicators of the standard of living, which are due to shortcomings in the organization of planning: the incomplete consideration of the peculiarities of reproduction in the region, the inadequate development of consumer services, flaws in the organization and functioning of regional systems of retail prices, should also be ascertained. After doing this work it is possible to begin the determination of the absolute amounts and structure of the fund of means of living, which ensure, given the prescribed limitations, approximately the same degree of satisfaction of the territorily differentiated socioeconomic needs.

The study of the standard of living of the population consists not in attempts to find and calculate some generalizing indicator which characterizes the standard of living, but in the need to subject to study and comparison all the main aspects, all the components which are included in the concept "standard of living." The latter is an economic category which gives a comprehensive description of the status of a person with allowance made for his income, consumption, level of education, housing and living conditions and so on.

By the equalization of the well-being of the people there is meant not the formal convergence of the absolute indicators of the standard of living, but the establishment of an equal degree of satisfaction of the socioeconomic needs of the population of regions, which differ by amounts and structure.

The system of indicators and the methods of their analysis when comparing the standard of living of the population by large territories with different conditions have their peculiarities.

The /first/ of them consists in the fact that in the case of territorial comparisons the indicator of the degree of satisfaction of the needs for material goods and services is used as the main characteristic of the differences in the standard of living.

In general form the degree of satisfaction S can be expressed by the formula:

$$S = \frac{p_1 q_1 + p_1 q'_1 + \dots + p_n q_n}{p_1 q_1 + p_2 q_2 + \dots + p_n q_n} = \frac{\sum_{i=1}^n p_i q_i}{\sum_{i=1}^n p_i q'_i},$$

where q_1 is the actual consumption of food product, nonfood consumer item or service i ; p_1 is the average price or rate; q'_1 is the standard consumption of food product, nonfood consumer item and service i ; n is the number of products, goods and services.

The overall index S is expressed only in value form. A system of special indices, which characterize the degree of satisfaction of the needs for one material good or another, one service or another, can also be calculated. The comparison of the degrees of satisfaction of the different needs will give an estimate of the actual differences in the standard of living, the differentiation in the real degree of conformity of the actual and standard consumption.

The fact that /the degree of satisfaction of needs (or the degree of approximation of the standard of consumption) functions as the main indicator of the standard of living in the case of territorial comparisons within the country/ in no way means the rejection of the use of indicators which characterize the achieved level of income and consumption.

The /second peculiarity/ consists in the demands which are made on the choice of the object of comparison. The comparison of the standard of living is made by means of indicators which are calculated for a specific size of population. The entire population or a specific group of it: an age group (for example, children of preschool age), a group which formed owing to the similarity of living conditions (for example, the urban and rural population) and so on, can act as the object of the comparison. The choice of the object depends on the nature and goal of the use of the material good and service in question. In the case of a territorial comparison more exacting demands are made on the choice of the object of comparison than in the case of a dynamic analysis. This is explained by the fact that the structure of the population by regions (oblasts, krais, ASSR's) in a number of cases differs substantially, while in dynamics the demographic structure changes gradually, without sharp fluctuations (it is not a question of periods of wars). Therefore, for example, the indicator of the number of spaces at children's preschool institutions per 1,000 inhabitants, which is taken for a number of years, reflects sufficiently accurately the changes in the provision of the population with kindergartens and nurseries. This indicator, which is calculated by regions, still does not show the ratios in the actual provision of the population with the services of preschool institutions, since the proportion of children up to the age of 7 in the size of the population in different regions differs substantially. In the case of territorial comparisons the calculations of the indicators of the standard of living should be made for that contingent of the population present in the region, for the satisfaction of the needs of which one material good or service or another serves.

The /third peculiarity/ of the system of indicators of the standard of living by regions of the country is the need for the consideration of the specific conditions, which determine the degree of accessibility for the population of one service or another, one material good or another. Here it is necessary to take into account the population density, the development in the given territory of means of communication, the degree of its remoteness from the most important cultural centers and so on. In the case of dynamic comparisons it is possible to divert one's attention from these factors, especially if it is a matter of a large object of study. It is a different matter when two economic regions with different economic and geographic conditions are being compared. In this case the consideration of geographic peculiarities is necessary. Otherwise it is possible to arrive at conclusions which are not in keeping with the real state of affairs. Thus, in some works the conclusion of the more favorable situation with medical service in the Far East as compared with the central regions is drawn from the comparison of the number of hospital beds per 10,000 inhabitants. Here it is overlooked that the radius of service of one regional hospital in the Far East on the average is 120-150 km, while in the central regions it is 10-12 km. This, of course, has an influence on the accessibility of medical institutions, the timeliness and, consequently, the quality of medical assistance.

The system of indicators of the standard of living for territorial comparisons consists of four blocks.

The /first block/ includes synthetic and special (physical) indicators which characterize the achieved level of well-being: the income of the population, the public consumption funds, the total volume of consumption of goods and services, the provision with various types of social, municipal and personal service, social security.

The /second block/ includes standard indicators which characterize the present scientific notions about the quantitative and qualitative evaluation of the needs of the population: the consumer budget, the standards of social service, the standards of the main types of consumption of services. The indicators of the degree of satisfaction of needs, that is, the ratio of the actual level of consumption to the standard level, are also included in this block.

The /third block/ includes indicators which characterize the improvement of the Soviet way of life: the social conditions of the life and work of the people; the level of distribution of goods and services; the valuation of the property of the population; the quantitative and qualitative description of institutions of social service; the use of nonworking and free time of workers; employment and social mobility; the conditions of recreation and physical culture.

The /fourth block/ includes such resultant indicators as the birth rate, the death rate, the natural growth, the average life expectancy; the balance of migration; the educational and cultural level of the population.

The determination of the absolute amounts and structure of the fund of means of living, which are necessary for the creation of equal conditions of the reproduction of the population by territory, requires the study of the main socioeconomic needs of the population and the degree of their differentiation by regions.

The socioeconomic needs of people include the entire set of material and spiritual goods, which are necessary for the harmonious and all-round development of the member of socialist society, and, in spite of their mobility and variability, lend themselves to calculation and qualitative determination. It is possible to name the following basic factors which determine the territorial differences of the socioeconomic needs of the population and the expenditures on the reproduction of manpower.

Natural and Climatic Conditions. Here it is possible, in particular, to point out that under the conditions of a cold climate it is necessary to increase by 20 percent the set of food products with respect to calorie content with an invariable physical workload. The adverse effects of the environment require special protection of the body, which takes the form of the need for clothing and footwear, the quality of housing, the length of the heating season and so on.

The Sex-Age Composition of the Population. Diet differs substantially subject to sex and age. Thus, given the same labor activity the calorie content of the diet for men should be 350-400 calories greater than for women. The sex-age composition also influences the needs for clothing, underwear and footwear. Among the economic regions of the RSFSR significant differences are noted in the composition of the population with respect to sex (the predominance of the male population in the north and east, the predominance of women in rural areas of the central regions).

Size and Structure of the Family. It is well known that the families in different regions are distinguished according to quantitative composition, the family workload, the age composition and so on; all this accordingly affects needs.

Population Density, the Nature of Settlement. This factor has the greatest influence on the formation of the needs of the population for personal, social and cultural services and for transportation mobility. All these needs differ both qualitatively and quantitatively subject to the place of residence--the city, the village, the central farmstead and so forth.

Sectorial Working Conditions. The quantity and quality of the labor being expended, as well as the conditions under which it takes place are important factors which determine the volume and structure of needs. All this is dependent on the natural conditions of one region or another, on the degree of supply with manpower resources and so forth. The increase of the expenditures of manpower in the process of labor (work outdoors, with a great physical strain and so forth) creates additional needs for food, clothing and footwear.

Differences in Prices for Goods and Rates for Services. The conditions of the reproduction of manpower also depend on the prices for goods and the rates for services, which are in effect around the country. Here the existence at this time of a system of zone prices in state trade must be taken into account. Both the level of prices and the volume of purchases of goods on the kolkhoz market play a very significant role.

Peculiarities of the National Way of Life and Traditions of the Population. The volume and structure of a number of needs depend on historically established traditions in consumption, clothing and the type of housing. The organization of daily life, as is known, differs substantially by territory of the country.

Quantitatively the needs of the population take the form of rates of consumption of one good or service or another. The combining of the rates into a single set is achieved by the construction of a consumer budget. In the case of territorial planning of the standard of living standard consumer budgets, which are differentiated by regions, that is, balance systems of economic indicators, which reflect the volume and pattern of the consumption of goods and services and the amount and structure of income, which correspond to them, are elaborated. The consumer budgets include not only the volume of consumption of material goods (food products, nonfood consumer items, durable goods and so forth), but also standards of the provision of the population with housing, services of enterprises of the sphere of social, municipal and personal service.

In the case of the regulation of the main indicators of the standard of living by territory it is impossible to do without mathematical economics models. The standard group is the most important group of such models. The standard models are based on the processing of an enormous amount of initial information by a large number of investigators of individual special problems of the well-being of the people; to a certain extent this limits the rate and organizational coordination of the obtaining of results. However, such a drawback is offset to a considerable extent by the advantages of the indicated models, by their obvious goal orientation, by the consideration of the relationships of the different indicators of the standard of living and by the possibility of determining quantitatively the value of the majority of indicators.

Factor models are used for studying the relationships between the different aspects of the well-being of the people, between the different indicators of the standard of living and related indicators (for example, the supply of housing and the amount of capital investments, the volume of consumption of goods and their production). When constructing the latter it is necessary to take into account the peculiarities of the initial data, which in this field of research, more than in any other field, are notable for inadequate reliability.

The appropriate processing and preparation of the initial information are necessary for the making of a qualitative analysis. It is possible to evaluate many aspects of the well-being of the people only on the basis of the data of sample surveys or instantaneous observations, expert appraisals, the opinions of consumers and so forth. It is natural that in the case of the use of data, which are notable for such a high degree of uncertainty, it is necessary to combine the results of the problems solved on their basis with data of the national economic level.

In the case of the study of the standard of living researchers more often than in any other field of economics are also faced with the need to reconstruct the lacking information. For example, by having data of the censuses, which are relatively rare in time and which cover quite broadly the demographic situation in one region or another, and partial data on the dynamics of demographic processes, it is possible to reconstruct their characteristics for each year between censuses. Such reconstruction to a considerable extent increases the accuracy of calculations and makes it possible to advance sounder hypotheses of the estimation of the indicators of the standard of living for the future.

The methods of using in the study of the standard of living a number of other models in addition to the named models (extrapolation, decision-making and so on) have also been elaborated theoretically, but they are still being used too little in applied research.

As a whole the specific conditions, on which the specific nature of the standard of living of the population of a given region depends, can be divided into two large groups: economic and noneconomic. The former include the level of industrial development of the region, the dynamics of the size of the population, the increase of the number of those employed in social production, the degree of urbanization, the level of income, prices and rates, the development of the private subsidiary sector, the amount of accumulated wealth and so on. The natural and climatic conditions of living, national and ethnographic peculiarities and traditions, the general level of culture, customs and so on are assigned to the second group. These conditions change at different rates and influence the standard of living of the population differently. The importance of each group of factors for the study of the well-being of the people is also different. For example, in the case of the analysis of the standard of living of the population for the country as a whole the influence of differences of a natural nature to a considerable extent is neutralized, the indicators are averaged out. It is another matter in the case of regional comparisons. The needs are determined in many ways by the natural and climatic conditions, the overall culture, the sex-age and occupational structure of the population of the region. In such regions as Western Siberia, Eastern Siberia and the Far East the consideration of the influence of the natural conditions of the life of the population is especially important.

In the case of the comparison of the standard of living by territory the consideration of the trends of development of society during the preceding period is also important, since this determines to a significant extent the sequence of the solution of the main problems and the different growth rates of the indicators of the well-being of the people by regions.

The elaboration of territorial problems of the standard of living, taking into account the complex interrelations of the elements belonging to it, makes special demands on the information support of research. Here the availability of a broad reliable statistical base, which makes it possible to determine with greater accuracy the formed regional differences in the level of income and consumption and to evaluate comprehensively the achieved standard of living, is a necessary condition.

The shortcomings of the statistical base for territorial comparisons of the standard of living are very substantial. The lack of any synthetic indicators of the standard of living of the population by regions (such as the real income, the real wage, the total volume of consumption, public consumption funds) complicates the studies of the territorial differences in the standard of living and decreases the effectiveness of statewide measures on the increase of the material well-being from the point of view of the optimization of the regional differences in the standard of living. The fact that the majority of indicators are represented only on the macroeconomic level, is a significant shortcoming of the information on the standard of living. This has the result that the measures on the increase of the standard of living, the standards and the means of their achievement are determined on the average. The development of a broad base of reliable statistical materials, which describe thoroughly the amounts of income and consumption, of housing conditions and the development of services by regions will yield a large economic impact. The information on the regional differences in the standard of living will increase significantly the effectiveness of measures on the increase of the material well-being and will promote the solution of important socioeconomic problems--the creation of equivalent conditions of the reproduction of the population and manpower resources and the optimization of migratory movement.

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PERSONAL INCOME AND SAVINGS

SAVINGS OF USSR POPULATION ANALYZED

Moscow IZVESTIYA AKADEMII NAUK SSSR, SERIYA EKONOMICHESKAYA in Russian No 5,
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/Review by B. V. Rakitskiy and A. N. Shokin of book "Sberezheniya naseleniya v SSSR (voprosy teorii, metodologii i metodiki izucheniya)" /Savings of the Population in the USSR (Problems of the Theory, Methodology and Methods of Study) by Yu. I. Kashin, Finansy, Moscow, 1979/

/Text/ The consistent implementation of the economic strategy of the party, /"the highest goal of which is the steady increase of the material and cultural standard of living of the people, the creation of the best conditions for the all-round development of the individual"/¹ /in italics/, requires of economic science the detailed study of the questions connected with meeting the needs of the Soviet people. In the system of needs of the population the needs which are the basis for the formation of savings occupy an important place. The analysis of the laws of the development of the savings of the population under socialism makes it possible to use them as one of the factors of the planned increase of the well-being of the people, the improvement of the socialist way of life and the balanced development of the economy.

In the work an attempt is made to determine the economic essence of the savings of the population under socialism, the trends, prospects and factors of their development; the experience of mass examinations of the savings of the population in various capitalist and a number of socialist countries is analyzed. Not only the analysis of the analytical tools existing in the USSR and the generalization of foreign experience of studying this problem, but also the method proposed by the author of identifying the reasons and goals of the formation of savings in the USSR are an important distinctive feature of the study under review.

In studying savings as an economic category of socialism (first chapter), the author correctly believes that the essence of savings cannot be characterized as the result of the income exceeding the expenditures, as the surplus of monetary assets following the meeting of consumer needs and so forth. He notes that "the savings of the population on a most general level are first of all the crystallization of a portion of the monetary income of the population for the purposes of meeting future needs" (p 7). Developing this definition, Yu. I. Kashin indicates

1. "Materialy XXVI s"yezda KPSS" /Materials of the 26th CPSU Congress/, Moscow, Politizdat, 1981, p 136.

its connection with the process of breaking down the national income into the funds of consumption and accumulation and as a whole with the redistribution of the newly created value and characterizes savings as "that portion of the newly created value, which in conformity with the laws of distribution is allocated to the population in monetary form, but does not require backing with consumer goods and services during the planning period" (p 8).

Such an interpretation of the category of the savings of the population gives the author an opportunity to take a fundamental stand on a number of important theoretical and practical questions.

In examining the question of the role of the credit mechanism in the redistribution of value, which is connected with the formation and use of the fund of savings, Yu. I. Kashin notes that the credit mechanism in itself cannot ensure at every given moment the coincidence of the release of borrowed assets from the turnover of enterprises and the realization of the accumulated savings by the population. The required coincidence on a credit basis, the author believes (and on this it is necessary to agree with him), is possible in the following instances. In the case of redistribution within the monetary form itself of value the attraction of the monetary assets of the population should act as backing of simultaneously forming stocks of consumer goods which are in demand, while in the case of real redistribution (that is, in the case of the corresponding change of the material and physical structure of the product being produced) the credit mechanism can be used only for the special-purpose investment of assets in the production of consumer goods and services, which should be ready for market offering by the time that the savings of the population, which were previously used by the state as resources for lending, are available for realization.

The conclusion of the author that regardless of the forms of holding (organized savings, cash) and the duration of the process of saving (long-term accumulations, stable balances of monetary assets, which take care of current expenses) the monetary assets of the population under the conditions of the normal flow of the reproduction process are floated by the state according to a plan and owing to this planned nature function in advance as its credit resource. On the basis of this stand the author gives a well-reasoned criticism of the views, which exaggerate the importance of the very fact of the mobilization of the monetary assets of the population in savings banks and endow it with such functions as "the ability to increase the accumulation fund, to improve the socialist principle of distribution according to labor, to support the purchasing power of Soviet bank notes, to create real opportunities for the more accurate determination of the amount of money necessary for circulation and in the end even to strengthen the Soviet ruble" (pp 14-15).

The problem of "stimulating" the organized forms of the depositing of savings, which is connected with the existence of interest on deposits, is covered in the book. The position of the author touches upon the following questions: "how real are the advantages for society of organized savings as compared with savings kept in the hands of the population and to what extent is the reason for obtaining interest attractive in the case of the choice of individuals of the form of holding their savings" (p 33).

Analyzing the problem of the commodity support of the stability of money circulation, the author quite validly believes that it cannot be reduced to the need to

ensure conformity between the amount of money, which is in the hands of the population and in organized forms of the holding of savings, and the stocks of consumer goods, which industry and trade have at every given moment. In this connection the author notes "that the commodity mechanism of ensuring the stability of money circulation presumes the soundness of the volumetric and structural backing of the monetary income, and not its balances" (p 18).

A classification of the savings of the population, which includes within it "motivated" and "unmotivated" savings, is given in the book. The proposed classification is among the most developed classifications and takes into account the elements of the monetary savings of the population, which perform various functions in the process of meeting the needs of the population.

The elements of the structure of the monetary savings of the population, which are examined by the author, are compared in the work with the functions of money. The author draws, in our opinion, the correct conclusion that only "motivated" savings are connected with the function of the saving of monetary income, which is performed by money, while the savings, which reflect unsatisfied demand, "should be considered as being in circulation" (p 35).

The theoretical analysis of the savings of the population concludes with an analysis of the factors and prospects of the development of savings under socialism. The analysis of the factors influencing the dynamics of savings (their detailed classification is cited in the work), which is connected with the theoretical position of the author, enabled him to draw the conclusion that the saving process, "having passed through the phases of growth and relative stabilization (perhaps, very lengthy stabilization), should then enter the phase of a sharp decrease" (p 45). The present dynamics of savings (which is very hectic) is explained, first, by the fact that "the savings process is still too far from its culminating point" (p 48) and, second, by the fact that "some influence of the incomplete satisfaction of the effective demand to a certain degree has also affected" the increase of savings (p 47).

While recognizing the fact that a wide range of questions of the theory of monetary savings is substantiated in the monograph of Yu. I. Kashin, it is necessary at the same time to note several debatable statements.

Thus, it seems that, while regarding savings as monetary assets, "behind which are real needs which are met in the process of achieving the complicated unity of the interests of current and future consumption" (p 12), the author exaggerates their role as a consequence of "some restriction of the meeting of current needs," "the denial at present of some needs" (p 32).

The essence of savings consists, in our opinion, in the fact that they appear in the form of the assurance of the continuity of the process of consumption and the increase of needs under the conditions of commodity-money relations. The theoretical model of the complete meeting of current needs under the conditions of the commodity-money forms of the production of the necessary product does not eliminate the need for the formation of savings, since in this case they display their quality of a unique "amortization fund" of the simple and expanded production of the product, which is necessary for meeting personal needs. Therefore it is necessary to regard the need for savings as an equal element of the system of current needs of the population.

The determination of the essence of savings by means of three dissimilar attributes of the need for the meeting of future needs, the incomplete meeting of the demand and reasons which interfere with the effect of the law of the increase of needs, seems not entirely strict. For the revelation of the essence of savings, in our opinion, their characterization as means of assuring the normal transition from the present level and pattern of consumption to the future level and pattern is sufficient. It is understandable that this essence might not coincide with the forms of the movement of the aggregate of the monetary assets of the population. A portion of them is indeed formed under the influence of other factors, namely those connected with the imbalance of the forms of reproduction (the physical and the monetary forms). This fact, however, is not grounds for the broadening of the concept of savings. It would be more correct to speak of the appearance within monetary assets of elements which, bearing in mind the causes of their formation, should be called surplus (with respect to the normal course of the reproduction process) monetary stocks. They can be called savings conditionally, with reservations, with the preliminary clarification of their essence (from this standpoint it is legitimate to speak of objectively necessary savings, forced savings and so forth).

While agreeing on the whole with the classification of the structure of savings, which the author has proposed, it is necessary to note that an analysis of the objective structure of savings should precede its examination from the point of view of the reasons ("motivated" and "unmotivated" savings). When speaking about motivated savings, it is necessary to emphasize that in addition to the reasons for saving, which characterize the subjective aspect of the process, there is also their objective structure, which is manifested through the structure of their actual expenditure. Therefore, in addition to the motivational structure of savings one should distinguish their objective special-purpose structure, which, while not coinciding in every specific saving process, in a large number of cases approximate each other. Forced savings differ substantially from special-purpose accumulations, but the criterion of motivation does not give a clear distinction of these elements. Consequently, it is not the reason for the formation of one element or another, but its place in the reproduction process that is the basis for the structure of savings. The author, of course, has this in mind when citing the objective reasons for the existence of each element of the structure of savings, which he proposes (see also p 38). However, in our opinion, he should have started with this.

It is impossible to agree with the assertion that the analysis of savings is possible without the involvement of "the entire set of concepts of demand" (p 28). The essence of savings does not ensue from the concepts of demand, but their involvement in the analysis of savings in the meeting of the needs of the population helps to reveal their role incomparably more completely. The category of demand, in particular, can be used successfully when analyzing the process of backing the monetary assets of the population with goods. It is not the balances of monetary assets nor the amount of current monetary income, but the effective demand of the population that should be backed.

While considering the author's conclusion concerning the long-term trend of the growth of savings, which is inherent in socialism, to be correct in principle, it is impossible to share his opinion on the distinct manifestation of the essence of savings in their damped dynamics (p 48). The essence of savings can appear in any of their dynamics (the analysis made by the author of the factors of the growth of savings, incidentally, attests to this). It is a question, apparently, of the

actual dynamics of savings and such dynamics of them, which does not experience the influence of such factors as unsatisfied demand and so on. In any case this thesis requires clarification.

The second chapter of the book is devoted to the analysis of the presently existing tools of the study of savings and to the presentation of the method proposed by the author of studying the savings of the population in the USSR. While pointing out the need for the identification of "the laws of the formation of savings, which makes it possible to skillfully approach this process both from the point of view of consideration in national economic planning and the active influencing of it" (p 54), the author notes that presently available information makes it possible on the macrolevel to obtain only "a dynamic series which reflects no more than the empirical interrelationship of the savings of the population with its income" (p 55). In the opinion of Yu. I. Kashin, there occurs here "a comparison of values which are not comparable with respect to the sphere of coverage of the object being analyzed" (p 55), the examination of the savings of the population, which are the result of multifactor influence as a consequence of the change of one factor— income (Ibid.). The same drawbacks are characteristic of the information at the microlevel, that is, at the level of the family, for which the budget surveys of families of workers, which are made by the USSR Central Statistical Administration, serve as material (p 58). The author proposes to use in the future a more detailed classification of families (p 60) and a comprehensive description of savings (pp 60-64). However, even the obtaining of this new information, which describes the phenomenon in more detail, is not capable, in the author's opinion, of revealing the degree of soundness and the directions of the savings of the population. The family survey is a method which makes it possible to make a shift in the knowledge of the mechanism of the formation of the savings of the family, their special-purpose orientation, prevalence and availability for use (p 65). The program of the study of the savings of the USSR population, which is proposed by the author, consists of two sections. The goal of the first section is the obtaining of more complete information, which concerns the essence and in-depth descriptions of the mechanism of the formation of savings; the goal of the second section is the enlargement of the amount of information which is called upon to facilitate economic policy in the area of savings (p 65). The questions of the first section are organized according to the principle of the gradual extension and specification of the information being received concerning the degree of prevalence, the conditions of formation, the amount of savings, the reasons for the preference of organized and unorganized forms of the holding of savings (pp 65-72). The task of the second question of the survey is to clarify the goals of and reasons for the formation of savings, the periods of the accumulation of savings, the unsatisfied demand and the place of savings in supporting the expenditures of the population (pp 72-76).

The version of the program of the study of the savings of the population, which is proposed by the author, will make it possible, in his opinion, "to clear up considerably the essential descriptions of the category, to extend the quantitative analysis of the processes of the formation and subsequent use of savings, to provide informational material for the making of scientifically sound management and planning decisions" (p 76). One should agree with this conclusion (this also pertains to the in-depth elaboration of the questions of the formation and use of savings in the budgets of families). At the same time the proposed means of improving the analytical tools of the study of savings have the drawback (which, incidentally, is noted by the author) that they allow the possibility of the distortion of the

data and the probability of the refusal to answer the questions. With the keeping secret of a deposit, which is equivalent to the lack of information on the part of the state concerning the real depositor, it is difficult to estimate the degree of deviation of the data obtained as a result of the survey from the actual data.

In our opinion, a system of methods of analyzing the process of the movement of savings, which includes not only the methods proposed by the author, but also methods of macroeconomic analysis, is needed. The latter is not identical to regarding them solely as results of the increase of income, it also presumes the study of the set of factors which determine the place of savings in the process of meeting the needs of the population. The peculiarity of macroeconomic methods and their information support would increase in many ways, if the data of special and budgetary surveys were used when calculating a number of parameters.

The final (third) chapter is devoted to an examination of the foreign practice of analyzing the savings of the population on the basis of materials of the United States, the FRG, France, Poland, the CSSR and Hungary. The statistical organs of these countries have gained quite a great amount of experience in studying this category by the survey method, therefore their study enabled the author to come to some interesting conclusions. In our opinion, the most interesting laws of the formation and use of savings in the developed capitalist countries, which have been ascertained during the filling out of questionnaires and interviews, are the following: the lack of a direct dependence between the level of savings and the level of current income; the existence of a certain standard of savings, with the achievement of which a change occurs in the very processes of their formation and use; an inverse relationship between the amount of savings and the expenditures on durable goods; the increase of the prevalence of savings with an increase of the age of the savers; the concentration of the maximum balances of deposits in the groups of depositors with the minimum and maximum incomes; the cash savings are of a pronounced consumer nature; the proportion of families, which have cash savings, increases with a move from small to larger population centers.

The French practice of dividing accounts in accordance with conditions into savings and current accounts; the questions connected with the problems of the complementarity and interchangeability of various forms of savings; the specific prompting of responses to the questions of a questionnaire; the combination of the methods of the indirect identification of factors of interest and direct questions, which is used by economists of the FRG; the approaching of the family as the main saving unit are of interest (pp 81-140).

Among the studies of savings, which have been conducted in socialist countries, the author especially points out the work of Polish scholars. On the basis of studies of 1971 and 1974 the following things were ascertained: the social composition of the savers who have organized forms of savings (the predominance in this group of workers and employees; peasants prefer cash savings), which is not in conformity with the data for the same social groups in the FRG (p 153); their function as the reasons for keeping money in accounts at savings banks (in decreasing order of importance): a) safekeeping from unforeseen expenditures (p 155); b) the safety of depositing; c) the receipt of interest on the deposit.

The author notes the goal approach of the Polish researchers to the analysis of savings, the importance of the information on the prevalence of savings and the goals of saving, the movement of the saving quota for the clarification of the laws

of the formation and use of the savings of the population in the socialist system of management.

Looking at the third chapter independently, it is necessary to note the care, the detail of the examination of the methods and results of the studies of savings, which are being conducted in foreign countries. However, in the context of the book the chapter appears to be excessively detailed. The location of this chapter is not entirely successful. In our opinion, the use of the text of the third chapter during the statement of the significant problems of the book (the problems of the theory and the improvement of the methods of the analysis of savings) would have been more advantageous. In this connection the structure of the work deposited by the author seems more sound--the foreign experience is analyzed in it in the second chapter and is used in the third chapter for substantiating the tools of the studying of the savings of the population in the USSR.

The monograph under review is a study of the problems of monetary savings, which affects the conceptual system. The theoretical study of the interrelations of savings with other reproduction processes and the substantiation of questions of a procedural and applied nature are an important contribution to the study of the problem. The fact that the author does not evade debatable questions and strives to find new approaches, dictates the directions of the further study of the problem. Therefore as a whole, in spite of a number of shortcomings, the book is of great interest for all scientists and experienced workers, who wish to familiarize themselves more thoroughly with questions of the formation and use of the savings of the population in our country.

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PERSONAL INCOME AND SAVINGS

GROWTH OF POPULATION'S REAL INCOME

Moscow EKONOMICHESKAYA GAZETA in Russian No 40, Oct 81 p 10

[Text] The growth of real incomes is a generalizing index of the increase in national prosperity. /Real incomes/ express the quantity of material goods in which are realized money incomes and payments in kind received in the form of payment for work, payments from public consumption funds (pensions, grants, stipends, etc.), incomes from personal subsidiary farming and other incomes being used by the population to satisfy material and cultural needs.

The level of real incomes is determined by the level of payment for work, payments and benefits from public consumption funds, retail prices, and the conformity of money incomes and the mass of commodities.

The Development of the Economy--A Decisive Factor

Consistently realizing the decisions of the party congresses, the Soviet people has attained great successes in the development of the economy. Gross national product in 1980, compared to 1970, amounted to 167 percent, industrial production to 178 percent, agricultural production (average annual production) to 123 percent. The resources of the national income directed towards consumption, housing and socio-cultural construction during the years of the Tenth Five-Year Plan amounted to 1,625 billion rubles, which is 334 billion rubles or 26 percent more than in the Ninth Five-Year Plan.

The increased economic possibilities of the society of developed socialism made it possible to carry out large-scale measures for increasing national prosperity. In the Ninth and Tenth Five-Year Plans significantly greater means were allotted to these goals than in preceding periods.

During the past decade real incomes, calculated on a per capita basis, increased 1.5-fold. During the Eleventh Five-Year-Plan they will increase by another 16-18 percent.

The growth of real incomes in present conditions is characterized by a number of fundamental peculiarities: While the real incomes of all citizens are increasing, the more rapid growth is occurring in the incomes of workers with a relatively low wage, families without security, and kolkhoz workers, which is conducive to

the achievement of social uniformity and to the increasing approximation of the living conditions in town and country.

In the current five-year plan, the formation of real incomes, their dynamics and utilization are determined principally by the proposals advanced by the 26th Party Congress in regard to increasing national prosperity. This involves, above all, the further consistent realization of the highest goal of the economic strategy of the party with respect to the steady increase in the material and cultural standard of life of the people and the creation of better conditions for the all-round development of the personality. Moreover, in the program advanced in regard to improving the national well-being, special significance is attached to such points as making the wages and bonuses of every worker more dependent on his personal labor contribution and on the final results of the work of the collectives. The growth of the wages of low-paid workers is provided for and far-reaching measures are being realized in regard to reducing manual labor, increasing complex mechanization and automation of production processes.

At the 26th CPSU Congress the necessity was emphasized of taking into consideration the peculiarities and interests of every group of our society and of equalizing the social differences in the territorial plan.

Table 1 Average Monthly Money Wages of Workers and Employees (in Rubles)

<u>Sector</u>	<u>1970</u>	<u>1975</u>	<u>1980</u>
National economy as a whole	122	145.8	168.9
Industry	133.3	162.2	185.4
Including:			
Workers	130.6	160.9	185.5
Engineering and technical personnel	178.0	199.2	212.5
Employees	111.6	131.3	145.8
Agriculture	101.0	126.8	149.2
Transportation	136.7	173.5	199.9
Communication	96.8	123.6	145.8
Construction	149.9	176.8	202.3
Trade, public catering, material-technical supply and market, procurements	95.1	108.7	138.2

The possibilities for the further growth of national prosperity depend on the growth of production efficiency. "Any improvement in living conditions," said L. I. Brezhnev at the 26th CPSU Congress, "can be obtained only through the strenuous labor of the Soviet people themselves."

Payment for Work

/Payment for work/ remains the main source of growth in real incomes.

The 10th Five-Year-Plan saw the completion of the execution of one of the largest social measures--the increase of the wage rates and salaries of the workers of the

non-productive sectors. As a result of this, the wages of 31 million workers and employees were increased. Wage increases were also given to individual categories of workers of the coal and shale industries, ferrous and nonferrous metallurgy, the textile industry, construction, agriculture, railway transportation and some other industries.

Table 2. Wage Payments Growth (in Percentages of 1970)

<u>Category</u>	<u>1970</u>	<u>1975</u>	<u>1980</u>	<u>1985</u>
Workers and employees	100	120	138	156-160
Kolkhoz workers	100	123	155	186-189

During the current five-year-plan, the average wage of workers and employees is increasing by 13-16 percent and amounts to 190-195 rubles. The incomes of kolkhoz workers from the public economy are increasing by 20-22 percent.

The goal has been set with respect to the creation of the conditions and the accumulation of resources to proceed to the gradual increase of the minimum wage to 80 rubles per month, of the wage rates and salaries of workers and employees, first of all in the productive sectors of the national economy.

Not long ago the decree of the CC CPSU and the USSR Council of Ministers "On the Increase of the Wage Rates and Salaries and the Perfection of the Organization of the Wages of Workers and Employees of the Coal (Shale) Industry and Mining Construction" was adopted--more than 1.4 million persons will receive a pay increase.

Public Funds of Consumption

Out of public funds of consumption the population is provided with free education and training to increase qualifications, free medical service, assistance, pensions, stipends for students, paid annual vacations, free and advantageously-priced accommodations in sanatoria and holiday homes, keeping children in pre-school homes, and a number of other payments and benefits. In 1980 money payments constituted more than 50 percent of the total sum of payments and benefits.

Table 3. Payments and Benefits from Public Consumption Funds

<u>Payments and Benefits</u>	<u>1970</u>	<u>1975</u>	<u>1980</u>	<u>1985</u>
Total (in billions of rubles)	63.9	90.1	116.5	138
Per capita of the population (in rubles)	263	354	438	500 (approx.)

In 1980 the scale of payments and benefits from public consumption funds calculated on a per capita basis amounted to 438 rubles as against 354 rubles in 1975, i. e., it increased by almost 24 percent, and the total volume during the 10th Five-Year Plan amounted to 527 billion rubles.

During the current five-year-plan, the volume of public funds of consumption will increase by 20 percent and will reach 138 billion rubles in 1985, which amounts to approximately 2,000 rubles on the average per family of four.

Along with the continuation of measures to bring the retirement benefits of workers, employees and kolkhoz workers closer together, such an important task is being solved as increasing the scale of earlier designated pensions. Much is being done to increase the well-being of working women, to increase state aid to newly-married couples, and to families with children.

In conformity with the decisions of the 26th CPSU Congress, the CC CPSU and the USSR Council of Ministers adopted the decree "On Measures to Increase State Aid to Families with Children". The material situation of 4.5 million families with children and 14 million pensioners will be improved. For this purpose approximately 2.5 billion rubles calculated on an annual basis will be allotted from the state budget.

Retail Commodity Circulation

An important task is the fuller satisfaction of the demand of the population for various commodities and services. Retail commodity circulation of state and co-operative trade is increasing by 22-25 percent during the five-year plan. The volume of the realization of domestic services will increase by approximately 1.4-1.5-fold. The total volume of retail commodity circulation and domestic services will grow more rapidly than the cash income of the population.

Table 4. Retail Commodity Circulation (Average Annual Level, in Billions of Rubles)

<u>Years</u>	<u>Amount</u>
1971-1975	191.4
1976-1980	246.1
1981-1985	300.0 - 307.5

In his report at the 26th Party Congress, L. I. Brezhnev called the production of commodities and the development of the service sphere the first business of the party. In the 11th Five-Year Plan the task has been set to secure in industry a faster rate of growth of the production of consumer products compared to the production of producer goods.

The output of articles of cultural and domestic designation will increase no less than 1.4-fold. The production of televisions, for example, will more than double, refrigerators--will increase 1.7-fold, and washing machines--1.6-fold. Decrees have been adopted concerning measures regarding the increase, during the

11th Five-Year Plan, of the production of articles of foremost necessity and mass demand, regarding the improvement of their quality and assortment, and regarding the fuller satisfaction of the demand for them.

Price Policy

In conformity with the policy of the communist party in regard to the steady increase in national prosperity, the stability of state retail prices for basic food and non-food commodities is guaranteed. Retail prices for bread, rolls and buns and macaroni foods, cereals, vegetable oil, the basic kinds of fish and canned goods, as well as sugar, remain at the level of the year 1955, and prices for meat and dairy products--at the level of the year 1962.

Prices are preserved for a developing assortment of textiles, clothing, footwear and many other items of daily necessity, as well as for basic commodities used for cultural and domestic purposes and household goods, including dishes, televisions, radios, tape recorders, refrigerators, vacuum cleaners, washing machines, and other commodities.

It must be noted: our system has a directed social character. For example, for articles included in assortments for children, woolen fabrics are turned out by the sewing industry at a discount of 25-33 percent, and cotton fabrics--at a discount of 20-50 percent. School textbooks are published free of charge. To support the stability and low level of prices for meat, meat and dairy products, the state expends more than 25 billion rubles a year, and for the compensation of expenditures for housing and municipal services--6.5 billion rubles. Taking into consideration other state subsidies, their total volume reaches almost 40 billion rubles.

A great social achievement of our society are the low rates of housing payments which remain unchanged for more than 50 years, and also the stable rates for municipal and everyday services to the population, including electricity and gas payments.

The pursuit of the policy of guaranteeing the stability of state retail prices for basic commodities, it goes without saying, does not signify the complete immobility and frozenness of all retail prices. A change in the conditions of production, an increase in the expenses for the acquisition of raw materials, the securing of the rational utilization of resources and some commodities, a change in the purchasing demand and some other factors determine the objective necessity of introducing some corrections in prices.

In the conditions of developed socialism, the following questions have acquired special significance: putting in good order the wages by means of increasing them in stages for some categories of workers and employees, increasing the pay of kol-khoz workers, bringing about a fundamental improvement in the financial security of pensioners, reducing the work week, and increasing the sphere of free services to the population. Great attention is being devoted to the construction of housing and cultural and domestic services.

Measures regarding the improvement of the working and living conditions of Soviet people concern every family. In the solution of the problems of the growth of national prosperity, an enormous role belongs to local initiative, to the work collectives. The main thing is the further of production, the increase of its efficiency, and high quality of work in every sector of the national economy.

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